

# THE COSTCO CONNECTION<sup>®</sup>

July 2011 • Volume 26 • Number 7

*A lifestyle magazine for Costco members*

# Simply Unique

20

**Costco members  
defy stereotype**



**Better sleep 35**

**Watermelon magic 42**

**Three-day getaways 63**

# THE COSTCO CONNECTION



NEW!

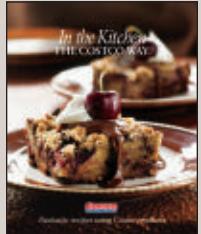
The latest cookbook  
is here: *Smart Cooking  
The Costco Way 2010*

## Welcome to The Costco Connection Online Edition

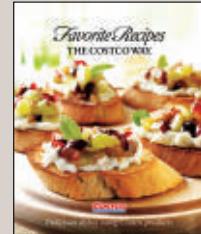
- Complete a brief [Reader Survey](#) and enter a drawing to receive a Costco Cash card.
- New: [Costco Beer, Wine and Spirits Locator](#)
- For advertising information about *The Costco Connection*, select: [Media Kit \(lite\)](#) [MRI](#) [BPA/ABC](#)
- Click here to receive information about [The Costco Connection](#) reader panel.
- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where Costco members will find information that they will likely refer to often, such as the [Kirkland Signature Wine Connection](#), all of the *Costco Way* cookbooks (also on right), location guides for [Gas Stations](#) and [Business Centers](#), and a beginners guide to [digital photos](#).



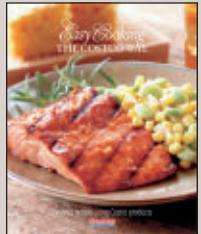
Home Cooking



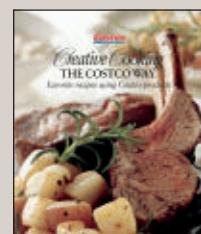
In The Kitchen



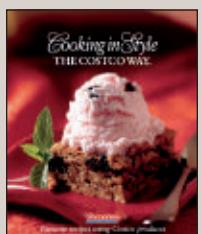
Favorite  
Recipes



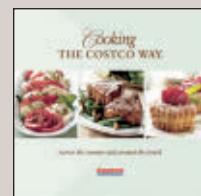
Easy Cooking



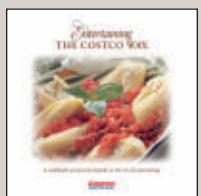
Creative  
Cooking



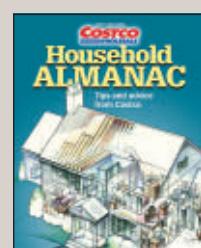
Cooking  
in Style



Cooking



Entertaining



2007 Almanac



2008 Almanac

# *Inspiring Appeal*

## *West Indies*

### BEDROOM COLLECTION

CARIBBEAN ISLES



Bottom drawers feature cedar lining

Dovetail joint drawer construction with full-extension guides

Accessories not included. Selection varies by location.

**WAREHOUSE ONLY**

*T*he West Indies Collection exhibits elements of British style combined with a fresh view of traditional design, and is designed for long-lasting appeal. Quality meets elegance with the figured Okoume veneers, antiqued brass hardware and select hardwood solids. The drawers are fully finished and feature English dovetail construction. The comfortable West Indies style will be enjoyed for years to come.



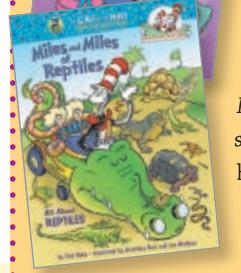
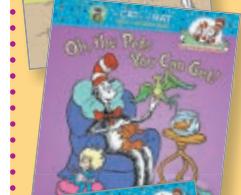
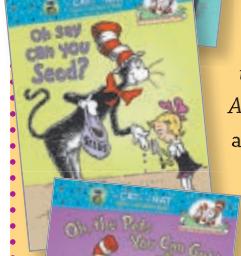
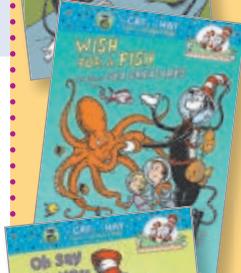
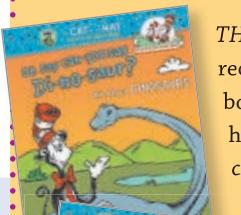
Item #518820 (queen bed); Item #518821 (king bed); Item #518822 (California king bed); Item #570598 (nightstand); Item #570597 (entertainment dresser); Item #570596 (drawer chest); Item #570600 (lingerie chest); Item #518827 (bench)





# Kids' Pick!

Melissa McMeekin,  
assistant buyer, books



3-book sets  
available mid-July

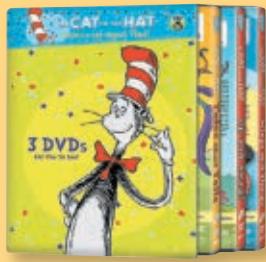
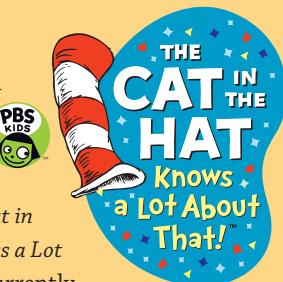
The PBS KIDS logo is a registered mark of the Public Broadcasting Service and is used with permission.

**THE CAT IN THE HAT** is one of the most recognizable characters in children's books, and since 1998 he has been helping children learn basic science concepts in a fun and exciting way.

Costco offers *The Cat in the Hat's Learning Library™* series in a 3-book pack. We are also featuring a 3-DVD pack of the new series *The Cat in the Hat Knows a Lot About That!*, currently airing on PBS KIDS®,

featuring Martin Short as the voice of The Cat. This TV series, filled with fun music, humor and classic Dr. Seuss rhymes, is based on *The Cat in the Hat Learning Library* series and helps bring the wonders of science

and nature to a whole new audience of preschoolers.



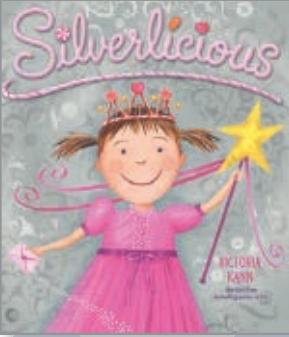
DVD box sets  
available mid-July



Melissa McMeekin,  
assistant buyer, books

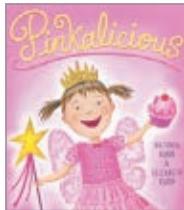
## BEING PINKALICIOUS IS PINKATASTIC!

Don't miss Pinkalicious' latest adventure when she loses her sweet tooth and turns to Tooteetina, the tooth fairy, for help! In **Silverlicious**, Pinkalicious discovers where sweetness really comes from.

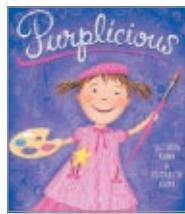


Hardcovers available mid-July

More than anything, Pinkalicious loves pink, especially pink cupcakes. Her parents warn her not to eat too many of them, but when Pinkalicious does ... she turns pink! In **Pinkalicious**, the first sparkling picture book, young readers celebrate all things pink while learning that being yourself is best of all.



Everybody knows that Pinkalicious loves the color pink. In **Purplicious**, the girls at school decide that pink stinks and black is the new "in" color. Pinkalicious remains true to herself and, with the help of a new girl in art class, decides that pink is not only a pretty color, but also a powerful one—particularly when mixed with blue to make purple.



## IT'S PEEKABOO—ENHANCED!

DK's hugely popular **Peekaboo books** are taken to the next level with sounds and under-the-flap surprises on every page. Delight toddlers with a tooting train in *Choo! Choo!*, head back to the barnyard with *Baa! Baa!*, go wild with the animals with *Roar! Roar!* and more.



Board books  
available  
mid-July



## HUNDREDS OF PROFILES FOR THE DIE-HARD FAN

### Ultimate Character Guides (DK)

Publishing) are expert A-to-Z looks at your favorite heroes and villains of all time—and even some of the lesser-known characters. Discover weaknesses, quirks, secrets and everything else you can possibly know about Marvel Avengers, DC Comics, *Star Wars* and more.

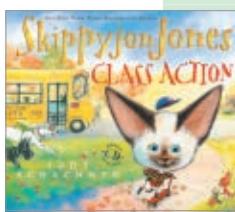


Hardcovers available early July

## PERFECT FOR ON-THE-GO FUN

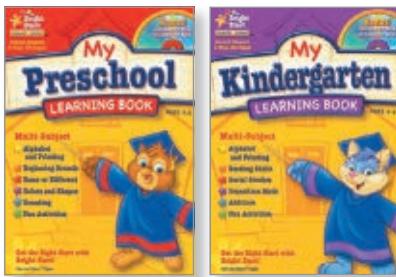
Favorite, best-selling children's books and a sheet of collectible stickers are presented neatly in special-edition boxes. With sturdy handles and durable cases, the entertaining treasure boxes can accompany young readers anywhere they go. Hang out with everyone's favorite high-maintenance gal, Fancy Nancy. And what children's library is complete without the works of Margaret Wise Brown? Get her classics, *Goodnight Moon* and *The Runaway Bunny* and more, in a special-edition box.

Box sets available early July



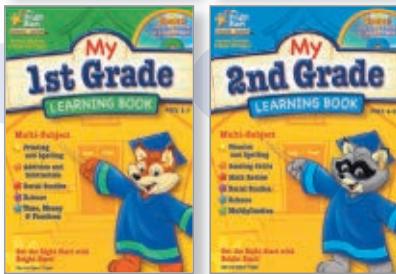
Hardcovers available  
mid-July

**EVERYONE'S FAVORITE KITTY BOY!** Mama tells Skippyjon Jones that school is for dogs. But everyone knows that the Siamese cat who thinks he's a Chihuahua can do anything he wants once he's inside his closet. The little yipper is off to school and another adventure in **Skippyjon Jones Class Action** (Dutton Juvenile), and more.



## EVERY CHILD DESERVES A BRIGHT START

Interactive **Bright Start** workbooks from Dalmatian Press are full of engaging activities! Designed for specific age groups, each book comes with a CD-ROM and reward stickers that parents and teachers can use to encourage learning. Plus, the wipe-clean pages can be used again and again! Books are available for children in preschool through second grade.



Spiral-bound workbooks available early July

## PAGES THAT POP!

Made entirely of child-safe foam with pop-out play pieces that can be used again and again, **Soft Shapes**

**Books** (lkids) are huggable and totally touchable fun. Choose from adorable puppies, delightful kittens and more. Having fun is the best way to learn.



Soft foam books available mid-July



## A PUZZLE, AND SO MUCH MORE

Fun Facts Puzzles from Silver Dolphin make learning entertaining. As kids piece together the oversize floor puzzles, they'll discover fascinating facts about the world around them. Learn about the states with **Fun Facts Puzzle USA**, explore the universe with **Fun Facts Puzzle Solar System** and more.



Box sets available mid-July

## LEARNING TO READ IS FUN

Give your child the building blocks of reading with **Ready to Read** from Publications International. With the monkey-shaped interactive pen, learning to read becomes fun! Six activity books and four storybooks in the series introduce and reinforce skills to help your child prepare to read. **Ready to Read** keeps kids engaged with spelling, phonics, games and more.

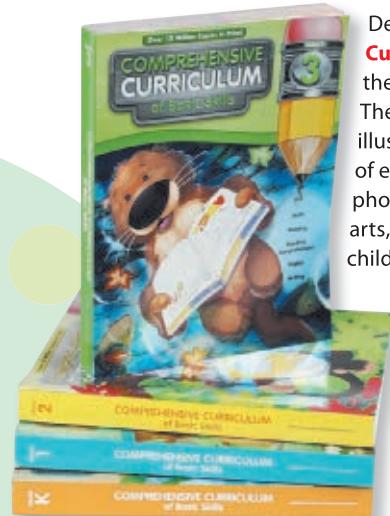
## SUMMER SKILLS PRACTICE FROM A NAME YOU TRUST

**Sylvan Learning Games and Activities** (Sylvan Learning Publishing) were created based on the tutoring experts' proven expertise and years of hands-on work with students. Each page is chock-full of engaging, fun exercises that help reinforce a single topic and boost confidence. Parents can work with children to get extra practice with just one page a day to keep skills sharp over the summer!



Available early July

## Start the school year off right, with Carson-Dellosa!



Designed by experts in education, **Comprehensive Curriculum of Basic Skills** workbooks are essential for the formative years – kindergarten through grade three. These 544-page, best-selling workbooks feature full-color illustrations that guide children step-by-step through a variety of engaging and developmentally appropriate activities in phonics, reading, reading comprehension, language arts, writing and math. Answer keys are included so children can check their work as they progress.

Workbooks available mid-July



Available late July

Cover all of the basics! Perfect for year-round learning, the **Fundamentals** series introduces and reinforces essential concepts. Each 256-page workbook includes fun, colorful pages with easy-to-follow directions and 384 colorful stickers. Age-appropriate preschool through second grade activity books target the skills that kids need most.



Flash cards available early July

The **Brighter Child® Flash Cards Sets** offer a full range of learning practice in six subject areas with 54 cards per subject. Titles include *Early Learning*, *Games*, *Math* and *Science & Social Studies*. Vibrant images stimulate visual learning, and the dividers are labeled for quick and easy access. Comes packaged inside a sturdy storage box.

Answers are on the back of each card so children can quiz themselves or get a little help from a parent.

# Make today the day you quit.

Make Costco the place you go to stay committed longer.

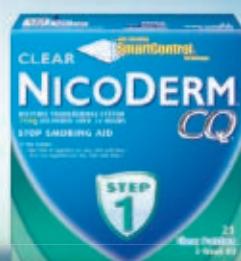
**21**  
DAYS

**19**  
DAYS

**21**  
DAYS

## Nicorette® Gum

Relieves everyday cravings  
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21 days at a time.

Succeed with more days smoke-free for less.

**SAVE \$12**

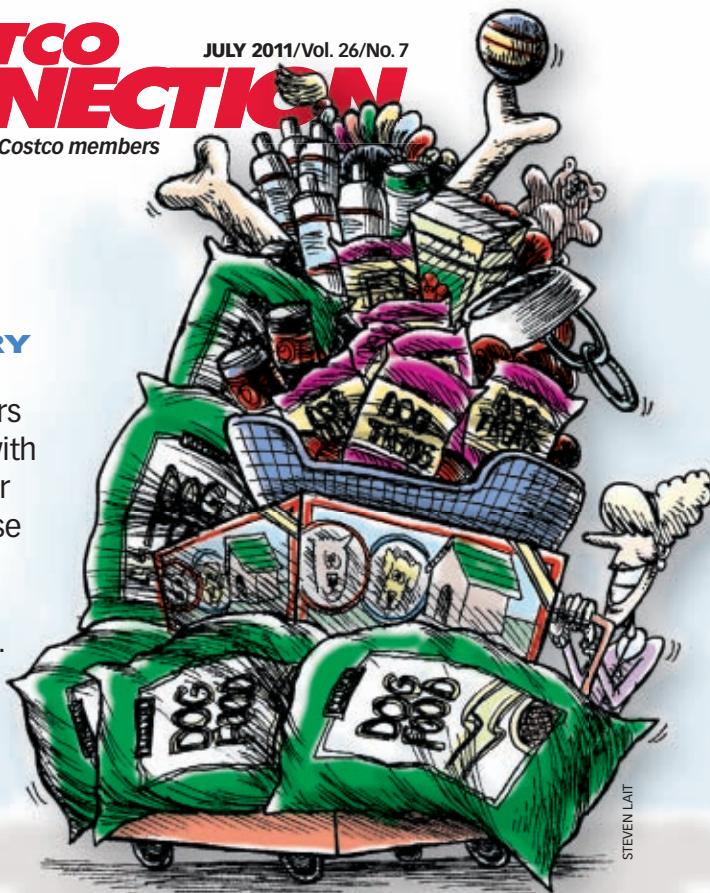
Check your mail between  
7/14-8/7 for your coupon.



## COVER STORY

The other shoppers you bump carts with at Costco put their membership to use in many different ways and for a variety of reasons.

BY STEVE FISHER  
PAGE 20



# Member motivations

## FEATURES

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Compelling characters fill the pages of Tom Rachman's novel about life at an international newspaper.

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## MEMBER SERVICE: 1-800-774-2678

COVER ILLUSTRATION: STEVEN LAIT

# Business Health Insurance for Costco Executive Members



**A COST-EFFECTIVE WAY FOR  
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- Dedicated sales and service team
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The health and dental plans are offered to Costco Executive Members only and are brokered and/or serviced by CBC Benefit and Insurance Services; CA License #0D75486. Costco Wholesale Corporation License #0C28248, Purchasing Alliance #101. Costco Insurance Agency License #0D08407 • Group eligibility is dependent upon state-specific underwriting guidelines, which include some industry and geographic limitations. Some states may require completion of a Health Risk Questionnaire. Other terms and conditions may apply. Call for rates and availability in your area.

09EX0913 12/09

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1-800-774-2678 or visit [Costco.com](http://Costco.com)



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## from the publisher's desk

Ginnie Roeglin



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.

WHEN WE FIRST opened up our warehouse doors to the Seattle public in 1983, the thought was that the majority of our members would be small-business owners, and any other cardholders would be large families or organizations.

Over the last 28 years, as shown in this month's cover story on page 20, we have learned that the usefulness of a Costco membership appeals to all types: In addition to those small-business owners and large families, membership consists of seniors, empty-nesters, travelers and singles of all ages who find value not only in the products they find at Costco, but in the services that Costco offers. From the RVer who plots her trips around the United States based on Costco gas station locations, to the new family that finds savings in the Costco Auto Program, to the charitable souls who use Costco's wealth of items to donate to U.S. troops or their local church, the depth and breadth of Costco's membership base is as varied as the country's populace itself.

Speaking of variety, readers will find a wide range of articles on the subject of home furnishings in this issue, tying in with Costco's semiannual furniture showcase (and Costco.com's year-round offerings). If you have trouble sleeping, experts offer tips on how to design your bedroom to provide the most blissful sleep environment (page 35). If designing your bedroom seems a financially daunting task, Frank Fontana, host of *Design on a Dime*, has advice to help stretch your dollar further (page 49). If you're tight on space, stretch your home further with tips on how to set up a media room (page 55). And Pat Volchok goes behind the scenes to showcase the enormous lengths Costco's furniture buyers go to ensure that every piece of furniture offered is of the highest quality (page 58).

Whatever your reason for using your Costco membership, we'll see you at the warehouse and on Costco.com. And a happy July 4th to all!

## from the editor's desk

David W. Fuller



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

FINDING THE RIGHT word—or even just a few words—to convey a concept can be ... difficult? Worrisome? Daunting? A pain in the neck? But such is the sorry/exhilarating/frustrating/rewarding lot of those who write headlines.

This fact became apparent this month as we tried to boil down to a few words the concept of our cover story. In a full sentence, here is the concept: According to conventional wisdom, Costco members all have big families (say, two or more kids), large vehicles and plenty of storage space at home; but in reality plenty of them are empty nesters, young marrieds without kids, singles and so on who are benefitting from their Costco memberships.

So there you go—45 words, punctuated with some commas, a pair of parentheses, a semicolon and a period.

The challenge: boiling that down to the two to five words we typically deploy on the cover (with the aid, generally, of a brief kicker, the small sentence or sentence fragment that can serve as a lead-in to the cover head).

We tried “The company you keep: Costco members defy stereotype,” but that could have been construed as a piece about members keeping their memberships year after year, as the overwhelming majority does.

“Member motivations” seemed a bit flat for the cover, even though it had a good kicker. It ended up as the central headline on our table of contents page, where it seems to work much better.

There were other candidates. The winner, as you likely have seen, was “Simply unique: Costco members defy stereotype.” It speaks to the kernel of the concept: Describing the commonality among all Costco members is ... hard? Fruitless? A waste of time? Silly? There are nearly as many motivations for membership as there are people. Briefly, each member's reasons are simply unique.



## Debate goes on

### In response to the June Debate, "Should you seek medical advice online?"

**YES.** I am without medical insurance. The Internet is a great source of help to people like me.

Peggy Dion  
Sylvania, Ohio

**NO.** It's informative, but could be deadly if taken literally. Each individual is different and should be diagnosed by a professional.

Richard Frederiksen  
San Luis Obispo, California

**YES.** There are sources, such as the Mayo Clinic website, that have accurate, helpful information. The information is geared to the layperson and easy to understand.

Roger Johnson  
Rio Rancho, New Mexico

**NO.** I think people can over-diagnose [themselves] when they are searching online.

Karen Jordan  
Johns Creek, Georgia

## Member comments

### ID tip is a miss

I just read a tip suggesting that credit/debit cards not be signed ["Dialogue," June 2011], and writing "Check ID" in the space instead. If you read the back of a credit/debit card, it says "Not valid unless signed." I sign my cards and put "CID." I think that not signing cards invites a greater risk for unauthorized use.

Maureen Gulas  
Louisville, Colorado

### Well done, Costco!

My wife recently discovered prime grade beef at our Costco, as covered in your June

issue ["Prime Time," Buying Smart]. A big thank you. It is very rare (pun intended) to find prime grade at retail. Now we can enjoy the best beef more often.

Greg Campbell  
Corvallis, Oregon

### Flour power

I appreciated the article on Wheat Montana Farms ["From the ground up," June 2011]. While traveling through Montana last summer, we wanted to visit the site of the headwaters of the Missouri River (Three Forks area) and stopped at the bakery/deli. The store was a treat to visit with huge sacks of flour stacked in the silo entrance. We left with coffee, sandwiches, baked goods, sacks of flour and 7-grain cereal to take home. It's worth a stop if you're ever traveling through that beautiful state.

Patricia Midgaard  
Gilroy, California

### Recovering old memories

I was excited to read the article by Tim Talevich in the May 2011 *Costco Connection* ["Restoring Fading Memories"]. We have inherited boxes of movies and slides and accumulated our own slides and tapes, and yes they are trapped in boxes in the closet. Being the oldest sibling, I was put in charge of deciding what to do with these treasures we inherited. Now I know. Thank you, Costco, for making my decision so easy.

I read and enjoy all the articles each month, as well as most of the ads, but this one scored a home run for me!

Nancy Loring  
Sisters, Oregon

### Happy with Ameriprise

In your May 2011 issue you had a great article on Home insurance ["Home insurance 101"]. The tip on making a video of your home contents was excellent advice. We have been insured by Ameriprise Auto & Home for more than eight years and I cannot say

## Small-space makeover contest!

WE ARE LOOKING for the most inventive ways that Costco members have used Costco in remodeling a small backyard space. This could be an outdoor kitchen, a play space for the kids, or a quiet retreat in the corner of your garden.

Just send before-and-after photos of your small-space backyard remodel and a brief description of your project.

Winners will be selected by a panel of judges whose decisions will be final. The first-prize winner receives a \$500 Costco Cash card. One second-prize winner will receive a \$250 Costco Cash card; one third-prize winner will receive a \$100 Costco Cash card. Submissions may be featured in a future issue of *The Costco Connection*.

All entries must be received by September 1, 2011. Send your photos and write-up along with your Costco membership number to: Backyard Makeover, P.O. Box 34088, Seattle, WA 98124-1088, or email to: [Connection@costco.com](mailto:Connection@costco.com), with "Backyard Makeover" in the subject line.

No purchase necessary. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Employees of Costco and their families are not eligible.

enough about this insurance company. The multiple discounts we receive for being a member as well as having both our autos and home insured save us over 30 percent off other insurance companies.

I can also share how great Ameriprise is at handling a claim. Last year our home flooded due to a broken pipe. Ameriprise had an inspector scheduled the following day; the customer service my adjustor gave was above and beyond, and I never felt like it was a challenge to get my reimbursements.

Pamela Crum  
Soquel, California



## Connection comments from the network

"OK-it's official ~ Lady Gaga is Americana ~ interview in *Costco Connection* mag (and it's good!)" *Tweeted by slvnews*

"The Tomato Squash & Feta Gratin recipe in the *Costco* magazine from @NewSonomaDiet makes me crave summer! It looks beautiful." *Tweeted by TableFare*

"We love Guy [Fieri] who is on the cover this month. Each month we go through the fine articles, especially the political stuff where you bring in different opinions." *Posted by Leonard Korbel*

## Kirkland Signature™ Bourbon

I read ["Costco introduces Kirkland Signature Bourbon," April 2011]. However, being a self-professed bourbon connoisseur, I was skeptical. I purchased a bottle and to my surprise was impressed by the quality and drinkability of the Kirkland bourbon.

Just to make sure I hadn't lost my taste buds, I invited two other bourbon drinkers over for a blind taste test. In all we tasted seven different bourbons, which included several premium, name brand, small batch bourbons; all three of us chose the Kirkland brand as the winner.

This bottle of Kirkland brand bourbon now occupies a space on the top shelf of my home bar.

*Joe Butera  
Newark, Delaware*

## Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to [dialogue@costco.com](mailto:dialogue@costco.com); or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.



### MONTHLY READER SURVEY

## Win a Costco Cash card worth \$50!

WHAT DO you think of this issue of *The Connection*?

Tell us and you could be one of five winners of a \$50 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to [Costco.com](http://Costco.com) and searching "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing.

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**How far would you go if right were wrong?**

**Based on the best-selling novel by Michael Connelly, screenplay by John Romano, directed by Brad Furman**

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alli®  
story

Real Costco® Members.  
Real Success Stories.

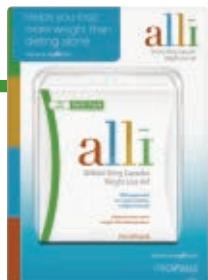


► Steve Stoffel  
Kent, WA  
Member since 1999

The final straw for me to lose weight was when I was turned down for life insurance because of my health.

I researched weight loss products and liked what I read about alli®. I started taking alli and weight came off steadily and gradually—generally 2 to 2 1/2 pounds each week.

I've lost 75 pounds\* and feel better than I have in years. I'm happy to report I was issued a life insurance policy and my underwriter included a note to say "well done."



### Are you ready to boost your weight loss?

When Steve was ready to commit to losing weight, alli was there to help. For every 2 pounds you lose, alli can help you lose 1 more.\*\* Plus, alli offers online support with customizable tools, trackers and recipes. Learn more at [myalli.com/costco](http://myalli.com/costco).

Get healthy tips and ideas from Steve & other Costco members at [Costco.com](http://Costco.com)

Featured Member is provided alli product, retail value of \$70, online community support, and alli behavioral support as part of his participation in this program. \*Results not typical. In clinical studies, most people lose 5 to 10 pounds over six months with alli. Featured story has not been independently validated by either GlaxoSmithKline or Costco. \*\*alli plus a reduced-calorie low-fat diet. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed.

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\*Requires a laptop configured with Intel® Core i3, i5 or non-quad-core i7 processor, Intel® Centrino Wireless-N 1000 or Centrino Advanced N 6200 wireless card, a Netgear PTV Media Adapter (**sold separately**), and an HDMI or composite AV-enabled display.

\*\*Hard Drives: GB means 1 billion bytes and TB equals 1 trillion bytes; actual capacity varies with preloaded material and operating environment and will be less. Graphics and System Memory: GB means 1 billion bytes and TB equals 1 trillion bytes; significant system memory may be used to support graphics, depending on system memory size and other factors.

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## RHONDA ABRAMS: STRATEGIES



Rhonda Abrams is the president of The Planning Shop, a publisher of books and software for entrepreneurs ([www.planningshop.com](http://www.planningshop.com)).

## 25 years of experience

TWENTY-FIVE YEARS AGO, I said goodbye to my last boss and launched my first business. I've owned four businesses, going through booms and recessions. I've hired, I've fired. I've loved it—though, I confess, not every minute. Looking back on 25 years, I believe these are among the most important lessons I'd share with other entrepreneurs:

### Embrace change and be flexible.

Successful entrepreneurs understand that change is inevitable, so build change into your business plan and into your outlook.

**Be positive.** Your attitude affects your ability to respond to opportunities and challenges. Even when times are hard, look for ways to make the best of it.

**Treat your employees well.** Your employees are your company, especially in a small business. Hire well and pay fairly; give employees respect and authority.

**Develop and maintain good credit.** Your ability to borrow money for your business depends

on your personal credit. Establish procedures to pay your bills on time every month.

**Reduce your commute.** I saved the equivalent of about 100 days over the last 25 years by working within walking distance of my home. I probably put all that time right back into my business working nights and weekends, but I wasn't stuck in traffic.

**Get things in writing.** I've made handshake deals, but I've also seen clients change their minds and people I've trusted turn 180 degrees when things have gone sour. A clear written document is critical with any important business deal.

### Establish personal savings and a

**retirement account.** Like most entrepreneurs, I've plowed virtually every dollar earned back into my business. But unexpected things happen.

**Develop a business plan.** Hey, I wrote a best-selling business plan book; what do you expect me to say? But truthfully, developing a business plan—every year—has been one of the most important reasons my business is still afloat.

These past 25 years, it hasn't always been an easy ride, but at least I've always been in the driver's seat. Spending most of my life as an entrepreneur has been great, and there's so much more to come! ☐



**More in archives**  
On Costco.com, enter  
"Connection." At *Online Edition*,  
search "Rhonda Abrams."



PHOTODISC

## Small biz and the Web

AMERICAN EXPRESS

OPEN recently conducted a Small Business Search Marketing Survey, for small businesses using online marketing. Here are some key findings.

- Among small businesses that conduct some form of online marketing, 66 percent say that new customers find them through search engines and the Internet.

- The most common online marketing technique is a company website, followed by social media. Twenty-one percent of small businesses report that they use search advertising.

- Small businesses using online marketing plan to spend an average of \$5,260 on search or social media advertising.

- Three-quarters of small businesses plan to add some form of online marketing in 2011. Thirty-six percent will add a company website; 29 percent will utilize social media. Some companies plan to add search engine optimization (23 percent), mass email (22 percent) or search advertising (16 percent).

- Search engine campaign management is generally handled internally (73 percent), with 47 percent of respondents indicating that they do it themselves.

For more information, go to [www.openforum.com/searchmarketingsurvey](http://www.openforum.com/searchmarketingsurvey). ☐

## Get going to get successful

YOU'VE SLOGGED THROUGH a recession. As you position yourself for the next storm, are you growing? Now is the time to take a leap forward. According to Costco member Dr. Marta C. Wilson, founder and CEO of Transformation Systems, Inc. ([www.transformationsystems.com](http://www.transformationsystems.com)), these tips for imagining your boldest goals have worked for her customers during recent economic challenges.

**Get perspective.** Leaders aren't usually in the trenches. However, with everyone's effort needed, maybe you've done some heavy lifting lately, assuming you can regain perspective when things let up. Things won't let up, and you need perspective now. Today's the day to examine the big picture and strategize.

**Get a plan.** In tough times, planning is postponed until there are fewer fires to extinguish. Fires will continue, and you need a living plan that is shared with everyone now. Allow your plan to be imperfect, because shortfall is the starting point for kicking performance up a notch.

**Get advice.** Ask advisors, colleagues and strategic partners to help fight the status quo by challenging you on what holds you back and what will move

you forward. Their answers will highlight what deserves attention and investment.

**Get habits.** Bring routines to business. Break bad habits, and adopt excellent habits. Habits make important things routine. Get habitual about managing and refining processes that drive performance. Make these habits epidemic by bragging about great results.

**Get smarter.** Use every encounter with others as a chance to learn. Set aside time to read and stay interested. Make learning a creativity explosion in your business. Encourage storytelling. Foster a culture where people share ideas.

**Get social.** Besides sharing ideas internally, attend industry gatherings aligned with your business goals, and seek others aiming to expand their capabilities with what you do best. Also, with social networking, use your global reach to mine opportunities online.

**Get focused.** We're all surrounded by conflicting messages, which can breed fear and doubt. As a leader, your focus unites your team. So, pick goals, make plans and get going to give your business the shot of momentum it needs. ☐

# Get the stain fighter that really cuts the mustard.

**Costco members save up to 35%.\***

This summer, turn up the heat on all kinds of stains, from barbecue sauce to set-in grass stains. OxiClean® Versatile Stain Remover gives you 101 ways to make destroying summer stains a breeze. And a bargain.



**OxiClean® Gets the Tough Stains Out.**

\*Based on the average cost per oz. at Costco vs. the average cost per oz. at a combination of leading retailers for the 52 weeks ending 12/25/10 (Source: Nielsen)

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# Be a scam detective

HOW GOOD ARE YOU at recognizing a scam or a con? More important, do you know what to do to avoid being ripped off, having your identity stolen or being conned out of your money?

Here are some common scams that could hit you when you least expect it. See how good you are at recognizing them, and knowing what to do if you fall victim.

*A message flashes on your computer screen: "Warning! Your system requires immediate anti-virus scan." A free scan is offered. What do you do?*

This incredibly common scam is almost guaranteed to occur as you use your PC. Upon first look, it would appear that clicking "No thanks" would be the right solution. Wrong. Clicking anywhere in the on-screen alert can open the program further or direct you to a website you have no interest in going to. Worse, clicking anywhere in the on-screen alert can instantly infect your computer with a virus that can be difficult or even impossible to remove.

The solution is to hold down the Control and Alt keys and hit "Delete." Once the application tab pops up, select "End Task," then do a full scan of your computer with the anti-virus software you already have.

*You are in financial trouble, and as a result your credit is suffering. You have been approached by a variety of services offering to repair your credit. What do you do?*

Although many companies offer to repair damaged credit, it can be difficult to tell which are legitimate. The most common scam involves a company advising you to stop paying your creditors and deposit money into a special account instead. In reality, the debt-settlement company withdraws fees from your account for "services," long before it negotiates with your creditors, if it negotiates at all.

If these companies send you an unsolicited email or advertise on the radio touting a stellar track record, it may be a scam. Stick with a legitimate nonprofit counseling outlet with an established track record, and always try to negotiate directly with your creditors first.

*When getting cash at an ATM, how can you protect your debit-card data from scammers?*

Despite the ease of use, it is important to be alert and protect yourself when using an ATM. You might not realize it, but with every ATM transaction personal information such as your PIN and your bank account numbers are exposed.

When sliding your card into the ATM, wiggle

the card slot to make sure it is secure. This tests for "skimming" devices that can steal your card's unique data. On most ATMs, a bright or flashing light will indicate that the card has been properly inserted and is secure. Only after the light flashes should you proceed. When entering your PIN, cover the keypad to block prying eyes or cameras.

*You have made an online purchase and the item never arrives, or the item is not what you thought you were buying. What do you do?*

If you made the purchase from a reliable company, review the return policy and keep all receipts once you ship the items back. (Costco.com purchases can also be returned to any local Costco.) However, if you made the purchase through a third-party entity on a website such as craigslist or eBay, the solution can be a bit more complicated.

Look for telltale signs of a scam before charging your credit card. For example, buying tickets can be risky, as scammers often change one digit in the theater address or the ticket number, tricking you into buying tickets you think are real, only to be told they are fake once you try to enter an event.

Beware of merchants who provide you with only a cellphone number; they do this because cellphones can't always be tracked. Look out for sellers who ask you to wire money, retail websites that don't list an address or a phone number, and companies that don't have much of a presence or any reviews online. These likely are scams.

It is important not only to be educated as to the variety of scams out there, but also to know how to protect yourself, as well as to learn what to do in the event that you have been taken. 



AMY CANTRELL

**David Horowitz** is a leading consumer advocate. Visit his blog at [www.fightback.com](http://www.fightback.com). He is a frequent guest on radio and television stations. Consult your local listings for dates and times.

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## Ask David Horowitz

I BOUGHT A treadmill from a sports store in 2004. I had a store receipt and work order that said, "Hold for pickup." Unfortunately, I misplaced both the receipt and the work order by the time I wanted to pick up the treadmill. I returned to the store with my credit-card statement showing that the transaction was posted and paid for. The store manager refused to deliver the treadmill, citing the missing work order. Years have passed and I would like to get this matter resolved.

Jan  
Fountain Valley, CA

DO NOT BE discouraged that years have passed since you made the purchase. If you spent money on an item and it was not delivered properly,

you deserve some sort of resolution. Get an official copy of your credit-card statement from 2004 and bring it in to your local store. If they still will not credit you, do an Internet search

for the executive contacts for the sports store and explain your situation. If the store no longer carries the treadmill that you wanted, you should demand a newer model or simply get your money back. You should always get what you pay for, no matter how much time has passed.

## Do you have a question for David?

Just log on to [www.fightback.com](http://www.fightback.com) and "Ask David." For a fee, he will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on [www.fightback.com](http://www.fightback.com).



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## Ask Suze Orman

Email your personal-finance questions to:

[suze@costco.com](mailto:suze@costco.com).

Please include

"Suze Orman Q&A" in the subject line; or fax to (425) 313-6718; or mail to Q&A with Suze Orman, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

Suze will answer selected questions in this bimonthly column.

She regrets that unpublished questions cannot be answered individually.

**Suze Orman's TV show airs Saturday nights on CNBC. Suze can be contacted at [www.suzeorman.com](http://www.suzeorman.com).**

BRIAN BOWEN SMITH



**Also:**  
 ■ Giving up time-share  
 ■ Variable annuities

# Balancing risk and yield

**By Suze Orman**

**I have \$3.5 million in savings and I have no mortgage payments. Please advise of a sound investment that can generate \$200,000 to \$250,000 a year or more with the principal 100 percent protected.**

Peter B.  
Dana Point, California

WHAT YOU ARE asking for doesn't exist. You can't earn a high yield with absolutely no risk to your principal.

So, do you want absolute principal protection or do you want the opportunity to earn a higher yield?

If your answer is "both," then your first step is to divide your \$3.5 million into two separate accounts for your two separate goals.

Decide how much you really want to be 100 percent safe, and that money stays in short-term bank deposits or Treasury bills. The goal of that money is not what it earns, but what it provides to you in peace of mind. That has a tremendous value.

For the remainder I suggest there are two possibilities: municipal bonds or high-quality dividend-paying stocks.

I recommend looking into "essential service" general revenue bonds—say, for water or sewer projects. People keep paying those bills no matter what, so that makes it all the more likely the bond issuer will be able to keep up the interest payments to you.

Because I expect interest rates to rise in the coming years, I don't advise investing in long-term bonds with maturities of more than five to seven years; remember that as yields rise, bond prices fall. If you hold bonds to maturity you're fine, but if you want to sell before maturity the price you get could be less than what you paid. And most important, when yields are rising you want to be able to reinvest your money at those higher prices. I recommend you work with a municipal-bond specialist who can build you a laddered portfolio of various maturities.

I also think blue-chip dividend-paying stocks are a great way to earn income right now. You can earn 4 to 5 percent from quality companies. But I want to be very clear here: There is no protection of principal when you invest in stocks. That's why I insist that any money you anticipate needing in 10 years or less never be invested in stocks, no matter how great the dividend yield. If you know you don't need the money for at least a decade, you can ride out the ups and downs of the market and collect the dividend payouts as a nice annual income stream.

**We have a vacation time-share that has become a burden due to escalating maintenance fees. How can we legally give up our time-share?**

Norm E.  
Tempe, Arizona

I WISH THERE WERE an easy answer to this, but many time-share owners have exactly the same idea as you, which can make it very hard, if not impossible, to find a buyer. The most important advice I have for you is to not pay anyone or any company an upfront fee to get rid of it for you. These are often scams; you pay money and nothing happens.

If you haven't already made contact with the corporate owner of the time-share—not the local sales office—to discuss your options, that is your first step. Let them know you will not be able to keep up with the payments and you will let the property go into foreclosure if need be. If they are smart, they won't want that to happen any more than you do, and may be willing to negotiate a deal. But in markets flooded with people looking to get out of a time-share, that's a long shot. As hard as it is to spend more money on this, a solid lawyer with experience in dealing with time-shares and real estate foreclosures is going to be a good investment for you right now.

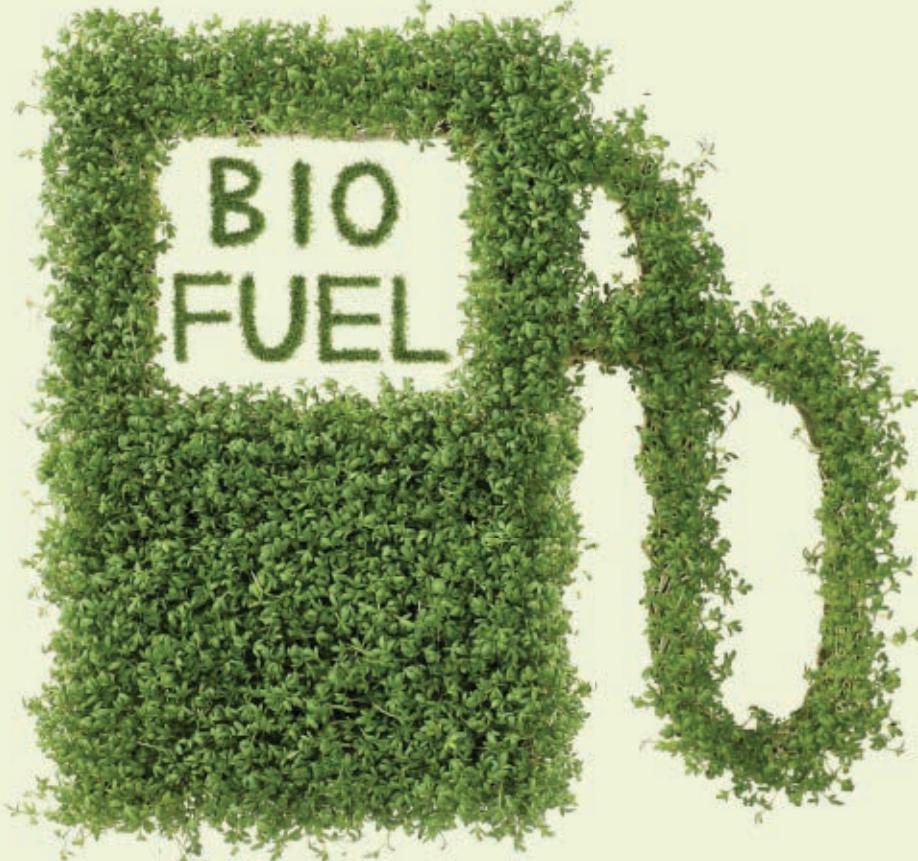
**I will be 75 this September. I was considering retirement, and our financial adviser suggested that we take \$150,000 from my 401(k) and invest it in a variable annuity [VA], which would yield \$800 a month. Now that I have decided to continue working, is it advisable for me to pursue this?**

Shyam S.  
Reisterstown, Maryland

NO, IT IS NOT. Even if you had stopped working I wouldn't recommend this strategy. I never recommend variable annuities; they often do more for the person selling them than for the person buying them. Your adviser likely gets a hefty commission and you will end up paying fees embedded in the VA that are way too costly. I do not like variable annuities, plain and simple, and I would think twice about any adviser who suggests you invest in one. ☐



**More in archives**  
 On Costco.com, enter "Connection." At *Online Edition*, search "financial connection."



# Are biofuels actually a good idea?

BIOFUELS ARE a wide range of fuels derived from biological material such as corn, soybeans and other crops, wood and/or waste. They are being used increasingly as gasoline additives to power vehicles and to heat homes and businesses. In the United States, the federal government called for an increase in the currently mandated level of biofuel production, from 36 billion gallons by 2022 to 60 billion gallons by 2030.

Supporters say that, unlike fossil fuels, biofuels are sustainable and renewable. They are less polluting than fossil fuels and safer than nuclear energy.

Critics argue that using and producing biofuel is not environmentally friendly and that its use is driving up prices for food crops.

What do you think?



## Find out more about this topic on the Web:

- <http://e360.yale.edu> (search "biofuel")
- [www.scientificamerican.com](http://www.scientificamerican.com) (search "biofuels")
- <http://biomechanism.com/biofuels-advantages-and-disadvantages>
- <http://en.wikipedia.org/wiki/Biofuels>
- [www.environmentalleader.com](http://www.environmentalleader.com) (search "biofuels")

**YES****from members:**

Sharon Paradise  
St. Paul, MN



Biofuels provide one more alternative to our increasing need for additional fuel sources [and] lessen our dependence on fossil fuels.

Chris Cavatorta  
Arlington, MA



Brazil manages to produce a large percentage of their needs with biofuel [from] sugar cane. Why can't America do as much?

Celia Campoli  
Irving, TX



Corn is genetically modified and one of the worst vegetables for human consumption. Let's use it for fuel rather than as part of our diets.

**NO****from members:**

Anthony Aquila  
Surprise, AZ



Utilizing today's technology, biofuel production raises fuel prices and uses much needed corn crops that are more useful for food production.

Louise Duval  
Lihue, HI



Using soy and corn for fuel drives up the cost for food. [And] the cost of making fuel from soy and corn costs more than refining oil.

Paul Giam  
Schaumburg, IL



The production of the major biofuel, ethanol, produces a lot more by-product (CO<sub>2</sub>, pollution) and uses a lot of fossil fuel in the process.

## from an expert in the field:



**Matt Hartwig** is the director of public affairs for the Renewable Fuels Association ([www.EthanolRFA.org](http://www.EthanolRFA.org)), the national trade association representing the U.S. ethanol industry.

AS OIL PRICES reach record heights, and turmoil sweeps North Africa and the Middle East, Americans have an alternative to imported oil.

Last year, the U.S. produced 13 billion gallons of ethanol. This domestic biofuel was blended into nearly every gallon of gasoline sold in the U.S., mostly as E10 (10 percent ethanol and 90 percent gasoline), keeping pump prices lower than they would be otherwise.

The most recent analysis by economists at Iowa State University and the University of Wisconsin found that increased use of ethanol reduced gasoline prices by an average of 89 cents per gallon last year. For the average American family, that translates to more than \$800 that wasn't spent at the pump. On average for the past 10 years, ethanol has kept gasoline prices 25 cents per gallon cheaper than they otherwise would have been, saving nearly \$35 billion annually.

Why? First, ethanol is less expensive than gasoline. Second, by replacing billions of gallons of gasoline, the nation reduces the demand for oil, one of the few factors holding gasoline prices down.

Producing and using 13 billion gallons of ethanol also meant that the nation needed to import 445 million fewer barrels of oil in 2010. That's more oil than the U.S. imports from Saudi Arabia each year.

American ethanol helps make the U.S. more self-reliant because it's made in America by American farmers and workers. According to the economic consulting firm Cardno Entrix, 70,600 Americans are employed directly in producing ethanol and in industries providing goods and services to ethanol producers. Meanwhile, the economic activity generated by ethanol production supports a total of more than 400,000 jobs nationwide and adds tax revenue that lets state and local governments invest in roads, schools and first responders.

The real promise of domestic renewable fuels such as ethanol is the evolution of the industry. New technologies and better efficiencies are making ethanol even more environmentally friendly and cost competitive. Before long, ethanol production will involve a wide range of sources, including grasses, wood waste and even yard clippings that find their way to the city dump.

Lower prices at the pump. More jobs that stay in the USA. And less dependence on dictators from Tehran to Caracas. American biofuels are good for America.

## from an expert in the field:



**C. Ford Runge** is the McKnight University Professor of Applied Economics and Law at the University of Minnesota and has written for *Foreign Affairs* ([www.foreignaffairs.com](http://www.foreignaffairs.com)).

A CLOSE LOOK at ethanol's impact on food security and the environment suggests that the biofuel bandwagon is anything but green.

In the U.S., biofuel production is soaring even as food crop export demand remains strong, driving prices upward. In 2005 the average price of corn was \$1.96 a bushel. In mid-April 2011, it was \$7.78.

Biofuels are propped up by mandates, known as "renewable fuel standards," to force production to 36 billion gallons by 2022. In the U.S., blenders are paid a 45-cent-per-gallon "blender's tax credit" for ethanol—the equivalent of more than \$200 per acre to divert scarce corn from the food supply into fuel tanks. The federal government also pays a \$1-per-gallon credit for plant-based biodiesel and "cellulosic" ethanol. Finally, there is a 54-cent-per-gallon tariff on imported biofuel to protect domestic production from competition.

The rapid increase in grain and oilseed prices due to biofuel expansion has been a shock to consumers worldwide. In March 2011, the Food Price Index of the Food and Agriculture Organization of the United Nations was 37 percent above its 2010 level. It is in poor countries that these price increases pose direct threats to disposable income and food security.

In the U.S., water shortages due to the huge volumes necessary to process grains or sugar into ethanol are not uncommon.

A 2008 study in *Science* focused on the question of greenhouse gas emissions due to land-use shifts resulting from biofuels. It said that if land is converted from rain forests, peat lands, savannas or grasslands to produce biofuels, it causes a large net increase in greenhouse gas emissions for decades. Another study, by Nobel Prize-winning chemist Paul Crutzen in 2007, emphasized the impact of the heavy applications of nitrogen needed to grow expanded feedstocks of corn and rapeseed. The nitrogen necessary to grow these crops releases nitrous oxide—a greenhouse gas 296 times more damaging than carbon dioxide—into the atmosphere and contributes more to global warming than biofuels save through fossil fuel reductions.

Sadly, as in so many areas of policy, Congress and the administration prefer to reward inefficiency and political influence more than pursuing cost-effective, and sustainable, energy strategies.

## JUNE DEBATE RESULTS:

Should you seek medical advice online?

YES  
88%

NO  
12%

Percentage reflects votes received by June 10, 2011.

• • • • •  
**MAY DEBATE RESULTS:**  
Should literary classics be sanitized?

YES: 3% NO: 97%

Percentage reflects votes received by May 31, 2011. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.

# HAVE YOU TRIED

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ORAL  
CARE



Pick up the essentials for a beautiful smile.

GROOMING



Get the incredible performance you're looking for.

# The company you keep

**Costco members who don't fit the mold**

**W**HO IS A TYPICAL Costco member? Is it the head of a large family or a small business, as many people tend to believe? Is it someone from a particular age group or income level? Certainly, there are misconceptions as to who can benefit from being a Costco member. The truth is that Costco members come in all shapes and sizes, cover a wide range of demographics and sometimes are even one of a kind.

To prepare for this chronicle, we asked "unconventional" Costco members to send us their personal stories. What we found is that some Costco members may not fit the stereotype, but they definitely fit in, and benefit as part of, the elite Costco family.

—Steve Fisher

**Illustrations: Steven Lait**

## Feeding the menagerie

*While many Costco members love animals, some take it to extremes, using their membership to give their pets the very best.*

I AM A SINGLE senior with only myself and a dog to feed—a 200-pound Great Dane. People say, "Wow! It must cost you an arm and a leg to feed him!" I reply, "Not if you shop at Costco!" He loves the Kirkland Signature™ dry dog food and Kirkland Signature biscuits and the various treats, such as Bully Sticks and chewies. And the pet beds and toys are indestructible.

It has been a monthly one-stop-shopping spree for 25 years.

I have taken single, skeptical friends to Costco, and they are all members now.

—Sabine Whitlock  
Placerville, California

[MY HUSBAND AND I] usually have more pet food than people food, especially cat food. We feed feral cats, so we buy 12 bags at a time.

Someone always asks us how many cats we have. We just smile and say, "One great big one!"

—Candice and Douglas Schellenger  
Reno, Nevada

ONCE A WEEK we buy three 50-pound bags of your birdseed. My husband and I are avid bird lovers and feed many species of birds in our backyard. We normally get around 10 different species of birds.

It makes me feel very calm and at peace to sit in my kitchen and see birds taking a bath and using my yard as a refuge.

—Cathy McIvor  
Peoria, Arizona



# Never too old for Costco

*We all know seniors who think Costco isn't for people of their age group. These members show nothing could be further from the truth.*

MY HUSBAND AND I are members of the Mount Spokane Prime Timers ski group, which consists of around 600 not-so-young folks who ski and lunch together on Wednesdays during the ski season. It's a pretty lively group. Last year my ski instructor was 80.

After skiing, Scott and I stop at Costco on our way home. We change our clothes, split a frozen yogurt and buy gas before driving another hour to get home.

We must be the only people in the world for whom Costco is an après-ski hangout.

—Sue Hallett  
Colfax, Washington

MY HUSBAND AND I are now senior citizens. When I first signed up, he thought it wasn't a wise choice. He soon felt otherwise and signed us up as [Executive] members. Here are just a few of the ways



Costco has proved to be a great value for us:

1. Significant discount when I purchased my car [through the Costco Auto Program]
2. Discounted car rental when traveling

3. Vitamins and other supplements
4. Food for special occasions and entertaining. We greatly appreciate more natural and organic foods.
5. Paper and cleaning supplies
6. Books, DVDs, etc.
7. Computer paper, ink and other office supplies
8. Gas
9. Items for fundraisers like food for the local food pantry, clothing for the homeless or needy and packages for soldiers and children at Christmas time
10. Plants and yard and garden supplies

We are considering putting solar [panels] on our home and have been very pleased with the service and pricing of the company recommended by Costco.

These are just a few of the many ways we find Costco to be a genuine value, helping us to stretch our dollars in difficult economic times as well as in the good times.

—Margie Fuller  
Boulder Creek, California

# Flying solo

*There is no requirement that you have a large family or be part of a pair to have a Costco membership, nor is there a lack of good ways for solo shoppers to put that membership to use, as these singles have discovered.*

BEING A SINGLE gentleman with discerning taste and a Costco member is easy. I purchase my designer clothing, fine cigars, [Johnnie Walker] Black Label Scotch, [Bombay] Sapphire gin and fine wines from Costco. I also purchase accessories for my automobiles, name-brand electronics and computers from Costco.

I have been purchasing all of my prescription drugs, supplements and designer prescription eyewear from Costco for more than 20 years.

Costco is not just about buying bulk. Costco is the place where a single gentleman can purchase all of the things he needs to live the charmed life.

—Richard E. Lee  
Howland, Ohio

I LOVE THE Costco beer selections. You don't have to have a big family to stock up on beer!

—Randy Griesman  
Fort Mill, South Carolina

I ALWAYS THOUGHT Costco was for families—my parents have been members for nearly 20 years. I never thought to get my own membership until I began grocery shopping. ... It was so annoying and time-consuming to comparison shop—Costco eliminates that.

I am a "gym-rat" and healthy eater, and Costco has my staples at a great, everyday low price: Quaker oatmeal, Starbucks coffee, cottage cheese, eggs, Greek yogurt, tilapia, asparagus, blueberries, grapefruit, milk and chicken breasts.

**"Being a single gentleman with discerning taste, and a Costco member is easy."**

I can't believe how much time and money I spent running around town trying to find great deals when the solution was at Costco all along.

—Naheed Behnawa  
Temecula, California

STORIES CONTINUED ON PAGE 22

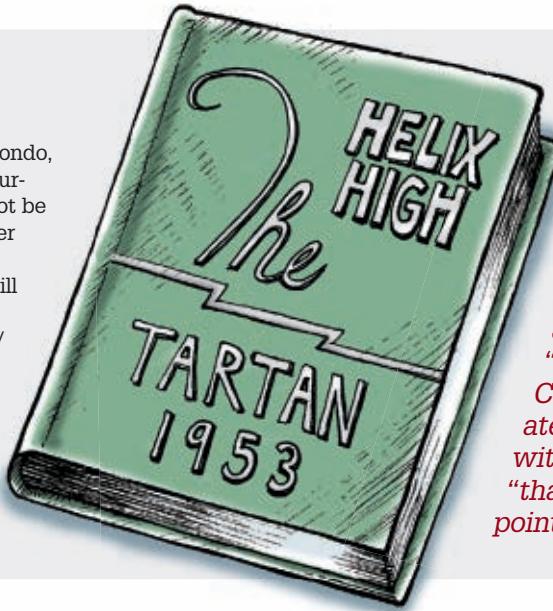


## Costco condo

BECAUSE I LIVE in a 700-plus-square-foot condo, my storage space is limited. I have Costco purchases tucked everywhere. The prices cannot be beaten, so if I have to store some items under the bed, that's OK.

We (Helix High School, class of 1953\*) still have gatherings, potluck style, and most of us bring a tasty main dish, salad, croissants/rolls or dessert to share—all purchased at our convenient Costco. Five locations utilized that I know of: Santee, La Mesa, Morena, Gateway Center and Fenton Parkway (my home away from home).

—Patricia L. "Patti" Harlow  
San Diego, California



*\*I had to throw this in because we always joke that most of the food was provided because of Jim Sinegal and his "connection" to Costco. We all graduated from high school with Jim. We always "thank" him at some point during the day.*

## On the road again

*With 581 locations in the United States and Puerto Rico, Canada, the United Kingdom, Taiwan, Korea, Japan, Australia and Mexico (and more all the time), Costco has proven to be a welcome oasis, if not an outright lifeline, to frequent travelers.*

I'M AN 85-YEAR-OLD woman who travels full time in a 23-foot RV. No campgrounds. I have three solar panels and four 6-volt

batteries that let me select where there is ambience. Time is no longer a factor. It's just how long before I get the "itch itch."

I always check out where the Costco is in my travels to get gas, restock and sightsee for what's new and tempting as well as to get my exercise walk. Also nice to receive those rebates every year. Thanks, from this side of the grass.

—Del Alden  
Emery, South Dakota

**"I always check out where the Costco is in my travels to get gas, restock and sightsee."**

COSTCO IS BETTER than a guidebook for time-share vacations. My GPS, from Costco of course, is plotted from airport to Costco to time-share. One-stop-shopping at Costco extends the time we have available to be tourists. We have delicious, prepared meals for a fraction of restaurant cost while enjoying the view from the balcony. Those restaurant discount cards tell us where the locals enjoy eating well. I check for discount tickets for local activities/amusement parks, to help plan adventures while we are there. Scanning the aisles, I can pick up local products for take-home gifts as well as enjoying them myself.

My Costco trip to Italy last year was flawless. We used the money we saved for side trips and an extra day in Rome, thanks to the Costco Travel discount and my Costco American Express credit card rebates. We are already planning another Costco trip to Ireland.

—Kathryn D. Ekberg  
Jacksonville, Oregon



**COSTCO**  
WHOLESALE



**"The rebates are like cash in the bank."**

## Unexpected value

Whether it's discovering hard-to-find products, or services to make life easier, or just a way to connect with friends and neighbors, many members find ways their membership delivers unexpected bonuses.

DON'T TAKE THIS in a sexist way—but my Costco membership is like having a knowledgeable man watch my back.

I got my car via the Costco Auto Program because I don't know how to negotiate, and I get product/contract work [via the Kiosks] from Costco for the same reason, plus I get the highest quality.

And you know what? I just plain like Costco because people really seem to enjoy working there, and I enjoy being in that environment.

Oh, last thing. I get sizable rebate checks every year. I think the largest combined total (from Costco and my Costco American Express TrueEarnings Card) was about \$850. That's why I charge as much as possi-

ble on my Costco American Express Card (utilities, insurance, services, etc.). The rebates are like cash in the bank.

—Rachel Scott  
Phoenix, Arizona

WHEN THE ECONOMY took a downturn, we, like so many others, considered abstaining from renewing our membership to Costco to save money. Imagine our surprise when we realized that, now, as full-time students, Costco was the most cost-effective way to stock up on freezer foods for the slim weeks that span the end of [one] term and beginning of the next term.

While my husband has recently obtained his first internship, times are still tough. In just a couple of short weeks, at the end of the term, we will be able to open the freezer out back and pull out delicious meats purchased at Costco months before to supplement the meager offerings of our pantry. We might be less than well off, but we certainly do not have to feel that way.

—Larry and Meredith Piatt  
Beaverton, Oregon

## Costco fuels good deeds

*Costco members have proven themselves to be a generous lot. Members donated more than \$17 million to help the victims of the Japan earthquake and tsunami, the Haiti earthquake and Hurricane Katrina, among other causes. Some members use their memberships to help others on a regular basis.*

AS A SINGLE woman without children, people are surprised to learn I have a Costco membership. Often I get asked why.

My first and foremost reason is for the local food banks. While there is no way I could ever use 67 ounces of Prego sauce, 8 pounds of spaghetti or 5 pounds of Adams peanut butter, the local food banks can, and are more than happy to reap the benefits of my Costco membership. I take advantage of your coupon books to stock up on bulk food, toiletries and personal hygiene products for the local food banks. At Christmas, the prices of the toys/books/DVDs/music allow me to be more generous than if I bought the same items elsewhere.

The community is a better place because of your presence.

—Suzanne Brassel  
Kingston, Washington

WHILE WE ARE seniors, we find much to like about Costco. We call it our "Troop Store." Costco has so many things that the troops love: large boxes of good candy bars, great jerky, really comfy socks, lots of different types of granola and power bars, nuts, dried fruits, good razors, not to mention the large boxes of wet wipes that sometimes are their only means of keeping clean.

I've noticed when we do big mailings during the holidays and ask for donations from the community many other people shop there too.

We love the high quality of everything we have ever purchased there. We shop there year round for "our guys" so that we can send more for less.

—Anita and Richard Allen  
Lebanon, Oregon

**"The community is a better place because of your presence."**



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# Practice makes imperfect

## *The Imperfectionists* is the culmination of a lifelong journey

By Mark Anstead

THE OLD ADVICE that aspiring authors should write what they know is proved beyond doubt in journalist Tom Rachman's best-selling debut novel, *The Imperfectionists*.

A compelling series of character portraits, the book follows a handful of people working for an English-speaking newspaper based in Rome. And it's no coincidence that Rachman, 36, conceived the idea while working as an editor for the *International Herald Tribune* in Paris.

But Rachman is quick to point out his book is entirely fictional. It may contain some well-developed archetypes (bitchy editor, burned-out hack, bored obituary writer), but he insists none are based on people he has ever met or worked with.

"I started by conjuring up my characters, most of whom wandered into my imagination surprisingly well formed, even down to their eyeglasses and the stains on their shirts," he tells *The Connection*. "Then I organized them and placed them in a setting I knew, a news organization, and watched what happened."

"Sometimes I nudged them and sometimes I was nudged by them, but the stories took life as I wrote and the outcomes were almost as unexpected to me as to the reader."

*The Imperfectionists* was published last year to wide critical acclaim, quickly attracting attention from Hollywood (Brad Pitt's company snapped up the film rights). It has since been sold all around the world and is in the process of being printed in more than 20 languages.

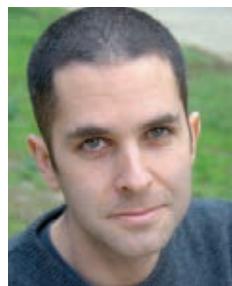
### Signed book giveaway

COSTCO HAS 50 COPIES of Tom Rachman's *The Imperfectionists* with signed bookplates to give away. For a chance to win, send an email with your name and mailing address to [giveaway@costco.com](mailto:giveaway@costco.com), with "Tom

**Rachman**" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Tom Rachman, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.**

Purchase will not improve odds of winning. Sweepstakes is sponsored by Random House, 1745 Broadway, New York, NY 10019. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by August 1, 2011. Winners will be randomly selected and notified by mail on or before September 1, 2011. The value of the prize is \$15. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Random House and their families are not eligible.



Tom Rachman

ALESSANDRA RIZZO

The book is the culmination of a lifelong journey for Rachman. Born in London in 1975, he grew up in Vancouver, British Columbia, and chose journalism as a career, but only because he thought it would be good training for his real ambition: to eventually write a novel.

After completing a master's degree in journalism at Columbia University, in New York, Rachman joined the Associated Press in 1998. Over the next six years his job took him to India, Sri Lanka and Rome. At the end of 2004, he took a year off to focus on his first attempt at fiction.

Nearly a year later he sent a manuscript to friends and family, but was disappointed at the feedback.

"The response was unanimous—my manuscript was lousy," he says from his flat in London. "I had not given enough thought to the structures of fiction, how to build tension and conflict."

"After all that effort, I was very depressed. I was broke living in Paris, so my next move was to take a job at the *International Herald Tribune*."

It took Rachman around seven months to get over his disappointment enough to try again. In 2006 he began working six months on and six months off until, after two years, he finally had another manuscript ready to show.

This time the response couldn't have been better: Everyone loved it. Encouraged, Rachman emailed 10 agents and within months was being represented by Susan Golomb in New York.

"There is a very different process to writing fiction," he says, "and it can only be acquired with practice. I learned as I went along how to shift time and place and how to get characters from one scene to another. Thankfully it came out better the second time around."

When his agent submitted his book to publishers in the fall of 2008 it sparked a bidding war, leading to a substantial six-figure advance.

Now working on his second novel, Rachman says he hopes to keep a finger in journalism.

"Fiction is very time consuming, so I'd like to be able to contribute occasional nonfiction articles as a break," he says. Regardless of which genre he's tackling, he is certain that readers are always in search of "good and reliable writing."

*Mark Anstead regularly writes interviews for a range of UK national newspapers. He lives in Cambridge, England.*



JIM FAGIOLI

WHAT MOST delighted me about Tom Rachman's debut novel, *The Imperfectionists*, is the way he uses his keen journalist's eye to flesh out the fictional newsroom of an English-language newspaper in Rome filled with a cast of engaging characters.

What's more, in today's world of Twitter and blogs, there's a very real charm to reading about the people who work in what to many readers—and the characters themselves—appears to be a dying medium. If you've heard any buzz about this book, you may have heard it labeled as a literary read. My advice: Don't let labels keep you from enjoying this glorious bit of storytelling—as penned by a new author who is most definitely worth keeping an eye on.

It's not a traditional escapist summer novel, but if given the chance it will transport you in the way only brilliant fiction can.

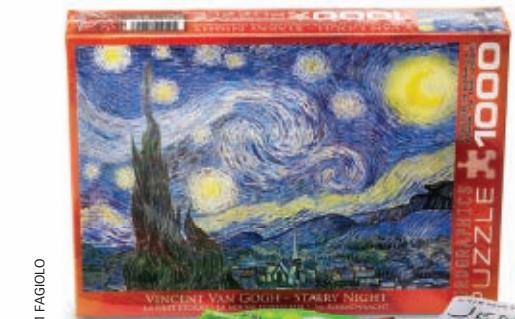
*The Imperfectionists* is available in most Costco warehouses.

**For more book picks, see page 27.**

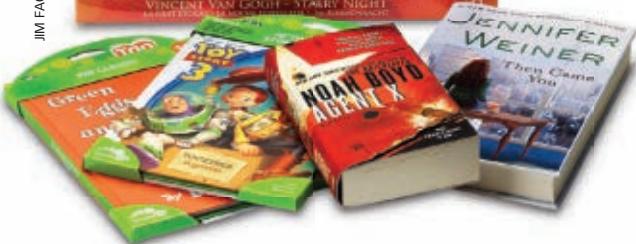


Pennie Clark Ianniciello,  
Costco book buyer

# July Book buyers' picks



JIM FAGIOLI



## Fiction

**Then Came You**, by Jennifer Weiner. What I love so much about this book is that it is very much about family—how the families we are born into might fail us and how the families we create might save us. I imagine some readers will identify with Annie and her rivalry with her sister, while others will see themselves in Jules, who ends up parenting her own parent, or India, whose mother essentially abandoned her. *Then Came You* is satisfying not only because it's filled with Weiner's signature humor, but because each woman gets a second chance to build a better family.

—Shana Lind, assistant buyer, books

**Agent X**, by Noah Boyd. Looking for a fresh, exciting author? If recommendations from James Patterson, Lee Child and Patricia Cornwell offer a guiding light, you will be thrilled with *Agent X*, the second book in Boyd's Bricklayer series. But why take my word for it? See for yourself, as former FBI agent Steve Bail is pulled into a case where he must identify and protect several moles before the Russians get to them. Please note that this title will be available July 26.

—Jeffrey Purtell  
inventory control specialist, books

## Juvenile

**Activity Storybooks**, from Learning Path. With the Tag Pen from Leap Frog, kids can make their favorite storybooks come to life. Favorite characters guide children through the story and help them discover a love for

reading while learning problem solving, vocabulary and memory skills. Costco will be selling two-packs of classic storybooks, such as *Green Eggs and Ham* and *The Cat in the Hat*, as well as new favorites such as *Handy Manny* and *Toy Story 3*.

—Melissa McMeekin  
assistant buyer, books

## Nonfiction

**1,000-Piece Jigsaw Puzzle Assortment**, from Eurographics. As a small child, I was told it was my job to learn as much as I could. Ever precocious, I took it very seriously. My patient parents were always on the lookout for things we could learn together. These jigsaw puzzles would have fit the bill nicely. At 1,000 pieces, they are perfect for older kids as well as kids at heart. Learn about World War II aircraft, a space shuttle takeoff or different breeds of horses, or see a van Gogh painting come together as you enjoy this classic form of fun.

—Jonna Erickson, assistant buyer, books

**Go on a fun learning adventure with LeapFrog DVDs!**



Additional titles available. Selection may vary by location.



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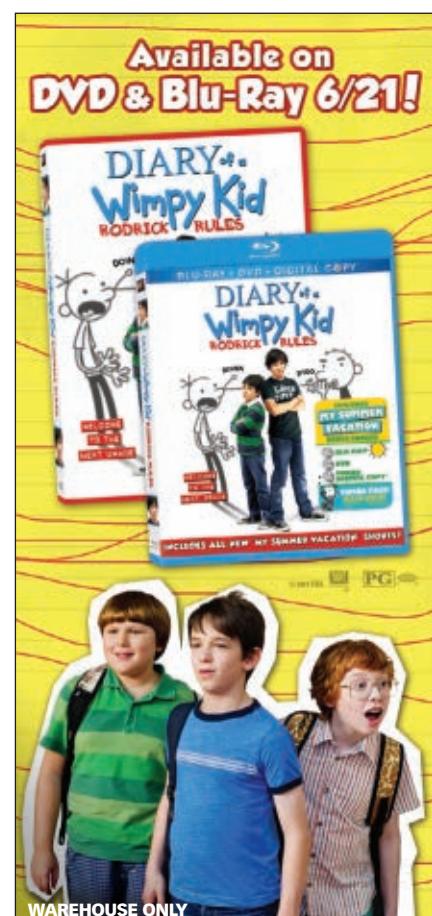
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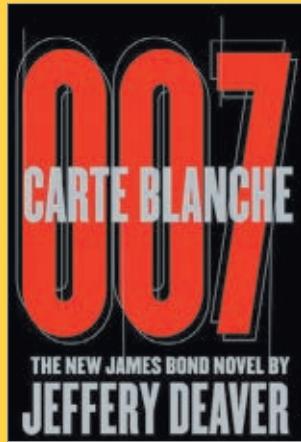
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\*Talking Words Factory and Letter Factory are not closed captioned.

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# Hot Summer Reads from Simon & Schuster



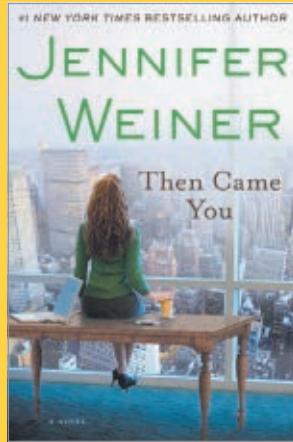
## CARTE BLANCHE: THE NEW JAMES BOND NOVEL

by Jeffery Deaver

### JAMES BOND IS BACK!

#1 international best-selling thriller writer Jeffery Deaver brings the iconic Ian Fleming character into the modern age. When plans for an imminent attack are uncovered, Bond is called into action. Agent 007 is given **carte blanche** to do whatever it takes to fulfill his mission (Simon & Schuster).

Hardcover on sale now



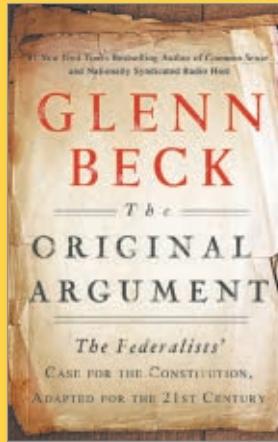
## THEN CAME YOU

by Jennifer Weiner

### WHAT DOES IT REALLY MEAN TO BE A MOTHER?

From the best-selling author of *Good in Bed* and *In Her Shoes* comes a look at what it takes to become a modern family. Four very different women, bound by obligation and opportunity, come to appreciate what motherhood is all about in Jennifer Weiner's **Then Came You** (Atria).

Hardcover on sale July 12



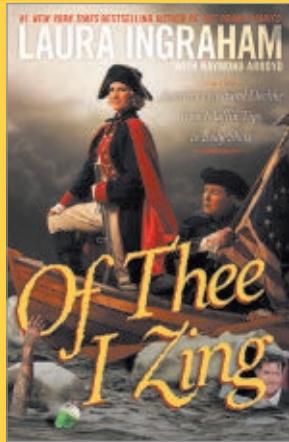
## THE ORIGINAL ARGUMENT

by Glenn Beck

### THE ESSAYS THAT SHAPED THE U.S. CONSTITUTION

Glenn Beck offers a new interpretation of *The Federalist Papers*, a collection of political essays that are as relevant today as they were when they were written by the founding fathers in 1788. **The Original Argument** (Threshold Editions) reworks the essays using language of today, making them accessible for modern readers.

Trade paper on sale now



## OF THEE I ZING: AMERICA'S CULTURAL DECLINE FROM MUFFIN TOPS TO BODY SHOTS

by Laura Ingraham

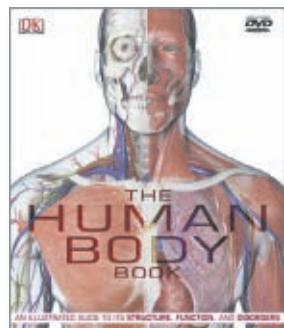
### AMERICAN POP CULTURE AT ITS WORST

Popular radio personality Laura Ingraham turns her trademark wit and satirical eye to the culture and the bad behavior of everyday American citizens. And this time, no one is safe. **Of Thee I Zing** (Threshold Editions) is a look at the ignorance, conceit and overindulgence that the author sees as plaguing the country today.

Hardcover on sale July 12

## THE PAST HAUNTS

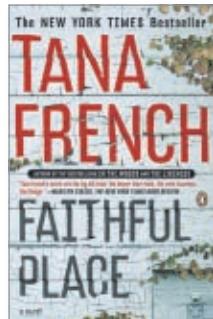
Going home is never easy. But for undercover cop Frank Mackey it's downright painful. Returning to the town he fled over 20 years ago, Frank investigates a cold case of the recently discovered body of his teenage girlfriend. But with a city that has a deep-rooted mistrust of cops, Frank is on his own and lying low. **Faithful Place** (Penguin) is available now. And be sure to look for Tana French's other novels in paperback, *In the Woods* and *The Likeness*.



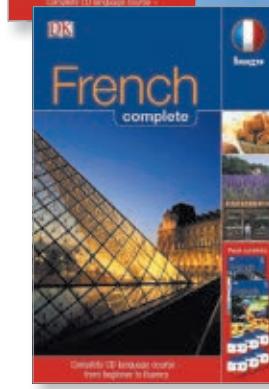
## UNLOCKING THE SECRETS OF HUMAN ANATOMY

With incredible computer-generated 3D images and stunningly detailed graphics, **The Human Body Book** unlocks the secrets of the human anatomy. **The Human Brain Book** provides a look at the one organ that makes each of us truly unique. **The Pregnant Body Book** explores exactly what it takes to create human life. A fully interactive DVD adds to the books, offering dramatic animation of the inner working of the body, from DK Publishing.

Hardcovers available early July



Paperback available early July



## THIS SUMMER, BECOME MULTILINGUAL

**Hugo Complete** packs include everything needed to learn a new language—a three-month beginner's course and the advanced course that continues on from it. Carefully structured, each course is divided into manageable lessons, and each tried-and-true **Hugo** course has been thoroughly revised to include current currency and new vocabulary, including idiomatic expressions and slang. Each of the texts is read by native speakers, and written and oral exercises solidify the lessons in Spanish, French and Italian.

Hardcovers available late July

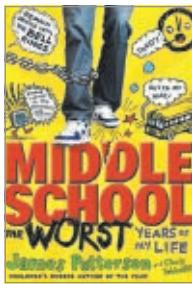
## NO ONE DOES IT LIKE PATTERSON

Nina Bloom's deep secrets were crafted 18 years ago. Now a successful lawyer and loving mother, she'd do anything to protect the life she's built. But when an innocent man is framed for murder, she knows she can't let him pay for the real killer's crimes, and her real story must be revealed in **Now You See Her** (Little, Brown and Company).



Hardcover  
on sale June 27

Rafe Khatchadorian's big plan to get through the first year of middle school is to break every rule in the institution's oppressive Code of Conduct. With his pal Leonardo the Silent keeping score, it's all fun and games until Rafe's game starts to catch up with him and he's forced to face the truth he's been avoiding in **Middle School: The Worst Years of My Life** (Little, Brown and Company).



Hardcover  
on sale June 27



Paperback  
on sale July 12

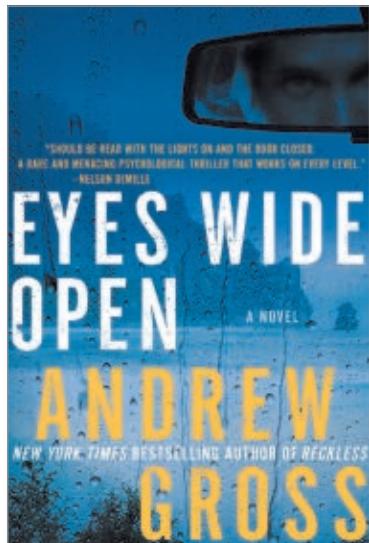
Jacob Kanon is touring Europe's most amazing cities. But it's hardly a pleasure tour as he's searching for the fiend who killed his daughter in Rome. Since then, others have been murdered in Paris and Frankfurt, and the only thing connecting the slayings is a postcard to the local paper that precedes each new victim. When another card

is received in Stockholm, the race is on in Patterson's compelling

thriller, **The Postcard Killers** (Grand Central Publishing).

## A FAMILY IS HAUNTED BY A SECRET PAST

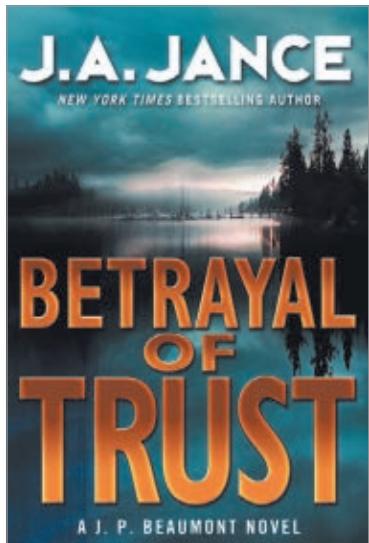
When Jay Erlich's nephew is found at the bottom of a cliff at Morrow Bay, it soon becomes clear that it's not a suicide as was originally thought. Jay's grieving brother Charlie has a past that he'd like to forget, but there are others who can't. In **Eyes Wide Open** (William Morrow) Andrew Gross draws on two real-life experiences from his own past for a richly personal story of two brothers trying to bridge the gap that tore them apart.



Hardcover on sale July 12

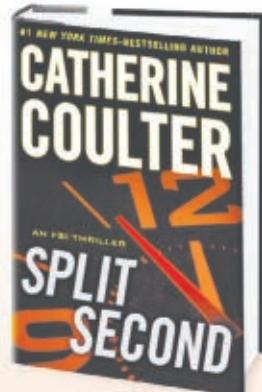
## A CHILDISH PRANK GONE TERRIBLY WRONG

A gruesome snuff film is found on a phone that belongs to the troubled grandson of Washington state's governor. With nowhere to turn, the governor calls an old friend, Seattle investigator J.P. Beaumont, for help. Horrified, Beaumont soon discovers that the crime's multiple perpetrators could be minors, and he must trace the path of corruption before another young life is lost in **Betrayal of Trust** (William Morrow).



Hardcover on sale July 5

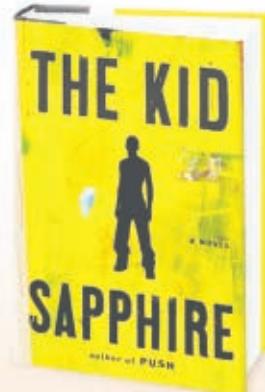
## NEW FROM THE #1 NEW YORK TIMES BEST-SELLING AUTHORS



**SPLIT SECOND**  
Catherine Coulter

A female serial killer has targeted Savich, and there's only one way to save him. Don't miss the pulse-pounding FBI thriller from the #1 *New York Times* best-seller.

On sale July 19



**THE KID SAPPHIRE**

Fifteen years after the publication of *Push*, and following the Academy Award-winning film adaptation as *Precious*, best-selling author Sapphire gives voice to Precious' son, Abdul, in *The Kid*.

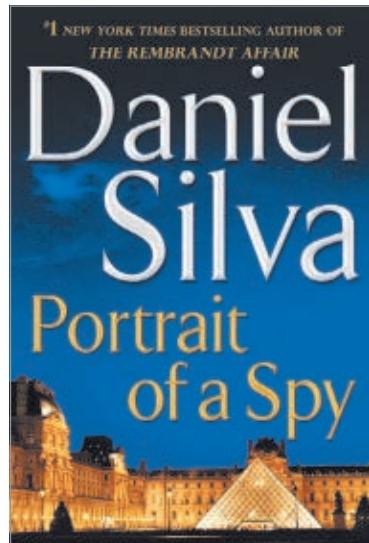
On sale July 5

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## COURAGE IN THE FACE OF UNSPEAKABLE EVIL

Master art restorer and spy Gabriel Allon returns in Daniel Silva's most extraordinary thriller to date. A pleasant weekend in London suddenly goes wrong for Allon and his wife when a suicide bomber attacks, and Gabriel can only watch as the nightmare unfolds. After being introduced to the new face of terror, Gabriel and his team devise a plan to destroy the network of death that includes returning to his long-forgotten past in **Portrait of a Spy** (HarperCollins).

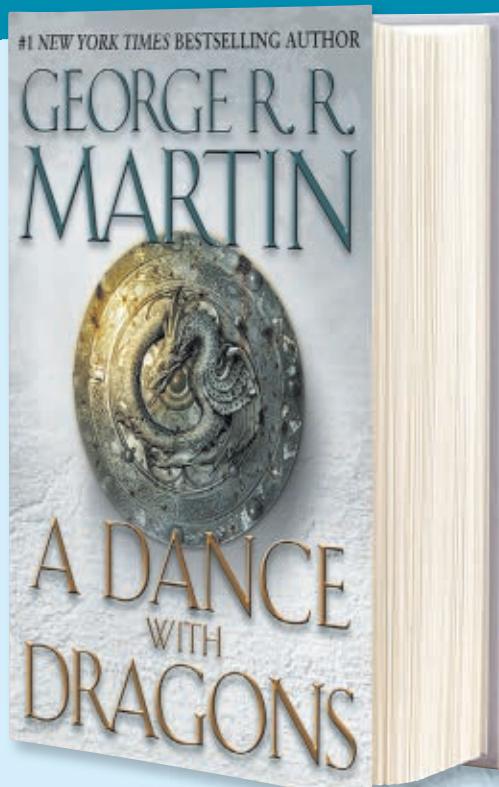
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Hardcover on sale July 19

“A FANTASY FOR HIP, SMART PEOPLE,  
EVEN THOSE WHO DON’T READ FANTASY.”

—CHICAGO TRIBUNE

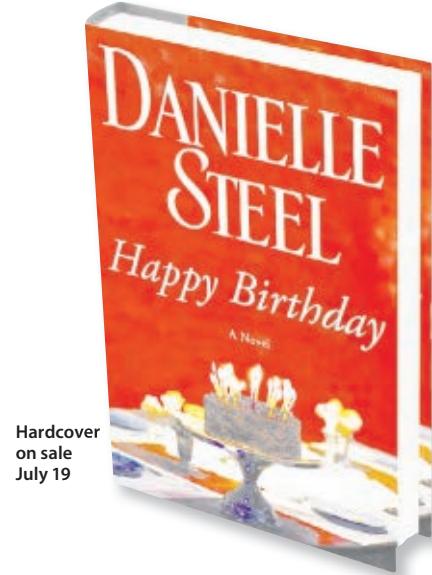


In the epic tradition of J.R.R. Tolkien and C.S. Lewis comes a landmark series that has earned international acclaim for its monumental, sweeping story and unforgettable characters. George R.R. Martin presents the fifth in the spellbinding series, *A Dance with Dragons*, the inspiration for a new series on HBO.

**Hardcover  
available July 12**



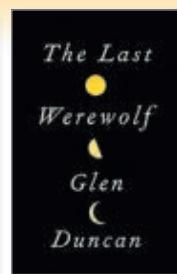
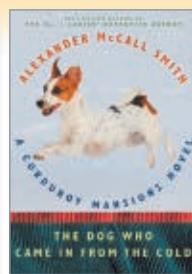
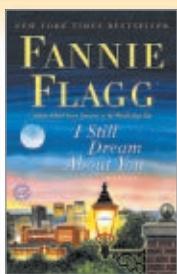
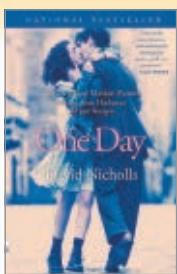
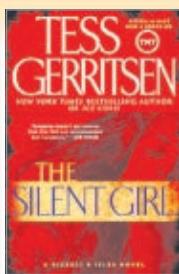
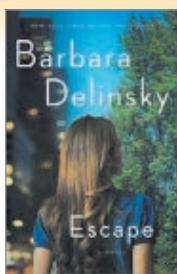
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Love the one you're with. Barbara Delinsky explores the familiar impulse to abandon the obligations that stifle you and shows that the best romances can happen with the person you know best in *Escape* (Hardcover on sale July 5). A cold case leads homicide cop Jane Rizzoli to the underbelly of Boston's Chinatown, and Tess Gerritsen takes readers to the dark side and back in her screaming new thriller, *The Silent Girl* (Hardcover on sale July 5). You simply can't get some lovers out of your head. A chance meeting in 1988 ties Dexter and Emma to each other for decades as they continue to

meet on the same day every year. Be sure to read *One Day* (MTI edition, Paperback available now) before it hits theaters this summer. Fannie Flagg is at her irresistible and hilarious best, following the life of a washed-up beauty queen in Birmingham, Alabama searching for a few good reasons to go on, despite all her failures, in *I Still Dream About You* (Paperback available now). It's a second chance at love when empty-nester Birdie Shore realizes she's been a cheerleader in life for far too long and finally decides to get in the game in Kristin Hannah's *Distant Shores* (Paperback

available now). Don't miss the latest in the new series from the always entertaining Alexander McCall Smith and his newest gaggle of beloved characters, including a terrier named Freddie de la Hay, in *The Dog Who Came in from the Cold* (Hardcover available in select locations June 21). And get a look at a sexy, terrifying, powerful new version of a classic. Glen Duncan's centuries-old monster, named Jake, is the last of his species—and looking for reasons not to terminate a thousand-year legend in *The Last Werewolf* (Hardcover available in select locations July 12).



# Giamatti's version

## A conversation with Paul Giamatti

E1 FILMS CANADA

By J. Rentilly

WHETHER PLAYING legendary American statesman John Adams, curmudgeonly comic book maestro Harvey Pekar, a crestfallen drunk, a Depression-era boxing hustler or a bad-to-the-bone arms dealer, the 43-year-old, Oscar-nominated Paul Giamatti is busy turning his soul inside out, crafting a gallery of troubled souls who are, nevertheless, somehow beautiful, and perfectly human.

In *Barney's Version*, based on a book by Mordecai Richler, Giamatti plays a briar patch of a human being, a charming, guileless, hopeless romantic who nevertheless immolates all he adores with a volatile amalgam of ego, rage and fear. It's a brilliant performance, Golden Globe nominated, simultaneously volcanic and tender, scattershot and exact, hilarious and heartbreaking, from an actor quickly redefining Everyman for contemporary audiences.

**The Costco Connection:** While the Brad Pitts of the world still hold court, it seems the 21st-century man is a whole lot more like you than like him.

**Paul Giamatti:** Somebody recently asked me, "How do you find these parts, anyway?" I don't think it's me finding them; I think suddenly people are more interested in seeing them. The idea of masculinity, the square-jawed thing, is taking a hike in a final way, I think. There is no more Iron John. At this point in history, we can see all of that macho posturing as a bunch of crap. We're a mess, broken and doing the best we can with what we've got. I play those guys.

**CC:** You take these broken men and you go all the way with their imperfections.

**PG:** I've played a lot of unsympathetic characters, people you wouldn't necessarily like to have in your life. Sometimes I just

want to see how much audiences can take. [Laughs] And they still seem to want to follow the stories. I think I first made that comment in relation to the John Adams thing I did for HBO. I really dug in, probably to a not-good degree, and made that guy unrelievably obnoxious and a pain in the ass. I thought, I just want to see how far I can go and have people still accept him. It can be simultaneously true that a man is a monster and capable of extraordinary things. And there's always something lovable about everyone, no matter how horrible they are. I think. [Laughs] I like to play with that.

**CC:** There's some really profound, entertaining father-son stuff in *Barney's Version*. I'm wondering if the father-son material was revelatory for you to play as an actor.

**PG:** One of the things I loved most and first about the script when I read it was the father-son stuff. It's not contentious, the relationship, the way those relationships so often are in the movies. These guys are actually almost complicit. They really are.

When I first read the script, the thing that stuck out for me is when the father gives Barney the gun at the wedding. That's the wedding gift. And I thought, I really want to play this moment. It's very small. It's not a big thing in the movie. But it's a great moment to play.

For myself, my dad died a long time ago. I think he died before he hit that time when we would have that kind of relationship. My brother's

Left: Paul Giamatti as Barney Panofsky (left) with Dustin Hoffman as his father, Izzy, in *Barney's Version*.

Below: Giamatti, as Barney, with Minnie Driver as "The Second Mrs. P."



seven years older than me. He was old enough to begin that kind of relationship, that friendship thing. They were able to transcend that authoritative, "I'm your father, you're my son" thing. You have that when you're younger and then, if you're lucky, maybe you get it again when you're older. I didn't really get that. Which is too bad. My dad was a great guy.

**CC:** You've talked about acting as being fundamentally a silly thing, but there's clearly a passion and a method at work here.

**PG:** You're calling me out, man. [Laughs] I mean, yeah, I play it off that way. Am I supposed to say that this stuff really matters to me and that I love it more than life itself? It's tricky to talk about this stuff without getting totally naked or sounding like a total idiot. There are lots of ways in which I don't want people to know me. I don't want to give too much of myself away.

It's too bad, I think, that people know as much as they do about certain artists. We've stolen most of the mysteries of the world one way or another, and I don't think that's a good thing. I want to sit here and be completely honest with you, and maybe man to man I would, but I also want to keep some things to myself—some things that are only for me and some things that one day will be only for the characters I play. □



### The Costco Connection

*Barney's Version* is available on a Blu-ray/DVD combo in all Costco warehouses.

J. Rentilly is a Los Angeles-based journalist who writes about film, music, literature and pop culture for a variety of national and international publications.

# You Won't Believe Your Eyes!

Maintaining eye health can be challenging at any age, but it becomes more difficult as we grow older. After the age of 40, eye health may start to decline. By the year 2020, it is projected that more than 40 million Americans may have difficulty maintaining eye health.<sup>1</sup> Clearly, eye care deserves our attention right now to safeguard our future.

Taking care of our eyes is vital to being independent throughout our life. So, we need to protect our eyes as much as possible. One critical way to do that is to guard against damaging ultraviolet rays. This is similar to the way we protect our skin against those same rays when we use sunscreen.

You probably have learned from news reports that lutein supports vision health. It is one of the carotenoids that is found in the human macula and has been studied extensively. However, did you know that another key carotenoid for eye health is zeaxanthin? It too is found in the human macula. Lutein and zeaxanthin may act as filters for ultraviolet light, and they also fight free radicals.\*

Lutein and zeaxanthin can only be derived from the foods we eat, our bodies can't produce them. They are found in a typical diet, and in our bodies, in a ratio of 5:1. The problem is—who eats a typical diet? Supplementation may be the best way to ensure getting the right balance of these ingredients.

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- **BE KIND TO YOUR HAIR.** A blow dryer is less harsh than a curling or flat iron. Try creating your style with a round brush and blow dryer as a gentler alternative to hot styling irons. Make sure to use the nozzle attachment so there's no temptation to put the dryer directly against hair, which can be damaging.
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Improve your sleep with simple bedroom fixes

# Better bedroom, better sleep

By Malia Jacobson

**SLEEP TROUBLES?** You're not alone: Up to 40 percent of Americans have difficulty sleeping. If you're stuck in the bleary haze of sleep deprivation, your bedroom could be the source of your problem.

According to Dr. Roslinde Collins, medical director of the Sleep Center at Rutland Regional Medical Center in Vermont, sleeping in a space that's too bright, too warm or too stimulating can wreak havoc on healthy rest. Happily, sleep science is pointing the way to a better bedroom that's a sanctuary for sleep.

## Bedroom blunder: Too much light

Exposure to artificial light has drastically increased over the last 100 years, and the negative effect on people's health and well-being is powerful.

**Why it's critical:** Light exposure is one of the strongest regulators of the biological clock, says Costco member Dr. Patrick Wolcott, medical director of the Sleep Center of Southern California. Nighttime light—even the glow from a smartphone or alarm clock—suppresses melatonin and disrupts circadian rhythms.

**Quick fixes:** Make the house as dark as possible in the hours before bed by drawing curtains and limiting television and video games. Tiny beams of light can affect sleep, so black out the bedroom by installing light-blocking shades, shutting off electronics and turning bright alarm clocks toward the wall.

All lights aren't created equal—blue lights (found on many modern gadgets) have an especially strong impact. "Something about the blue light spectrum affects sleep-wake patterns more than regular white light," says psychologist Dr. Shelby Harris, director of the Behavioral Sleep Medicine Program at Montefiore Medical Center in New York City.

## Bedroom blunder: Too warm

When people put up with a too-warm bedroom, sleep suffers. Chilling out can improve your chances of sleeping well.

**Why it's critical:** Bedroom temperature is about more than comfort; it's an important physiological cue, says Harris. First, a drop in body temperature triggers sleep. Then the body naturally cools over the course of the night, reaching its lowest core temperature two hours before waking.

While the ideal bedroom temperature is largely a matter of personal preference,

**"We spend a third of our lives in bed, so our bedroom should be a peaceful retreat."**

—Dr. Shelby Harris

experts say cool rules. "Between 60 to 68 degrees is ideal," says Costco member Dr. Martin Cohn, medical director of the Sleep Disorders Center of Southwest Florida.

**Quick fixes:** If air conditioning is an option, use it to cool the bedroom before turning in. Otherwise, open windows and use fans to help move warm air out of the bedroom. Blackout shades are also helpful, because a room that stays darker will also stay cooler.

## Bedroom blunder: Too stimulating

Modern bedrooms are home to a host of electronics, stacks of unfinished work and an

unread book or two. It all adds up to a space that sends your brain into overdrive, instead of into restful sleep.

**Why it's critical:** When it comes to sleep, our bodies crave routine and repetition, says Wolcott. So watching television, working and surfing the Internet in bed programs the brain to wake up and work when it should be settling down for sleep.

**Quick fixes:** Make the bedroom a haven for sleep by banning laptops, video games, television and work. If reading in bed is a cherished habit, switch to lighter reading materials—flipping through a magazine is less stimulating than a suspense thriller, and less likely to keep your brain buzzing all night.

## Bedroom blunder: Too messy

Turns out Mom was right: A messy room can be hazardous to your health. According to the National Sleep Foundation, people who make their beds daily are 19 percent more likely to sleep well every night. And 71 percent of Americans say they sleep better in a fresh-smelling bedroom.

**Why it's critical:** "We spend a third of our lives in bed, so our bedroom should be a peaceful retreat," says Harris. Climbing into a clean, fresh bed will help you relax and set aside your cares, while a messy, unkempt room may provoke stress by reminding you of unfinished chores.

**Quick fixes:** Find time to make your bed daily, and adopt the feng shui-inspired habit of closing closet and bedroom doors at night. Creating a sense of calm and order in the bedroom can help pave the way for sweeter dreams, starting tonight. □

*Costco member Malia Jacobson is a freelance writer specializing in sleep and health.*

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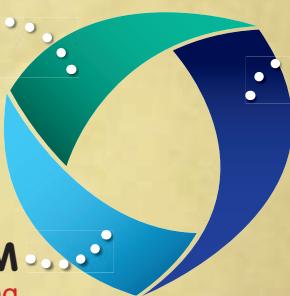
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## Eye Injury Prevention Month

IT'S EASY TO presume that most of the 2.5 million eye injuries occurring in the U.S. each year happen in the workplace, as a result of falls or flying objects or sparks striking the eye. However, according to an annual survey conducted by the American Academy of Ophthalmology (AAO) and the American Society of Ocular Trauma (ASOT), more than 50 percent of eye injuries happen outside the workplace, often involving recreational activities or common household chores.

Key findings of the 2010 survey included:

- The yard and garden were the places people were most likely to suffer an eye injury at home (mowing, trimming).
- Twenty-five percent of the eye injuries occurring at home were due to play or sports.
- Another 25 percent were due to home repair or power tools.
- Males sustained 73.5 percent of the injuries reported.
- About 50 percent the injuries reported were to people between the ages of 30 and 64; about 12 percent were to children 12 or younger.

Wearing protective eye-wear is an easy way to prevent eye injury and save sight. The AAO and ASOT recommend that every household have at least one pair of American National Standards Institute-approved protective eyewear to use when performing home repairs, playing sports or during other activities involving a risk of eye injury.

For more tips and resources in regard to preventing eye injuries, visit the AAO website [www.geteyesmart.org](http://www.geteyesmart.org).

—David Wight

## The Costco Connection

Costco members will find a selection of protective eye gear on [Costco.com](http://Costco.com). Search "safety glasses."

## YOUR HEALTHCARE PLAN

# Staying fit on the road

By Jackie Keller



INDIVIDUALS SEEKING TO shed pounds are bombarded by a multitude of conflicting diet theories and weight-loss gimmicks. I would like to debunk a few popular diet and weight-loss myths and provide a few facts worth considering.

**Myth 1:** Don't eat after dinner if you are trying to lose weight. In terms of weight loss, it makes no difference when you eat. While it is true that individuals tend to be more metabolically active earlier in the day, this doesn't mean weight loss will magically occur then. Weight loss is a function of what and how much you eat—much more so than when you eat.

**Myth 2:** Detox diets jump-start weight loss. I advise against detox diets, as they can cause the body to go into starvation mode and slow down the metabolism. If you want to cleanse your body, eliminate bad-for-you, processed foods and replace them with nutrient-dense foods.

**Myth 3:** Cutting carbs will help the pounds come off. The weight loss that low-carb dieters achieve in the first two weeks of carbohydrate deprivation is measurable and not surprising. Carb-cutting will cause



COMSTOCK

the body to shed water weight, as carbohydrates are stored in the body with water. That water weight will come right back on, and such a yo-yo weight loss is counterproductive and bad for overall metabolism.

**Myth 4:** You can't have any dessert when you're on a diet. Chocolate lovers, rejoice: Dark chocolate is high in heart-healthy flavonoids, so it is actually good for you. A 1-ounce serving daily can be a delicious way to obtain the health benefits and a bite of pure enjoyment.

**Myth 5:** Fat is the enemy. Research shows that monounsaturated and polyunsaturated fats—which are found in foods such as fish, olive oil, avocados and walnuts—can actually improve levels of good cholesterol (HDL) and reduce the risk of heart disease. These healthy fats can aid in weight loss and even delay hunger pangs when consumed in appropriate amounts.

Ultimately, the only eating plan that is healthy and will help you achieve long-term weight-loss goals is one that contains a balance of favorable carbohydrates, proteins and fats. ■

Jackie Keller is a nutrition expert and a licensed and certified wellness coach.

## Summer food safety: Get it to go

DO YOU WORRY about egg salad going bad on hot days? Or how long fried chicken can survive out of the fridge? Now you can ask "Karen," the virtual food safety representative on the smartphone app from the USDA Food Safety and Inspection Service ([www.fsis.usda.gov](http://www.fsis.usda.gov)). She can instantly answer questions about proper handling, storage and preparation to help prevent the foodborne illnesses that rise during the summer months.

"This is an extension of the government's Ask Karen website and now that it's mobile, even more people will be able to access the information they need to keep their food safe this summer," says Craig Wilson, vice president of quality assurance and food safety at Costco. "I think it's great."

Can mayonnaise in egg salad make you sick when it's warm out? Karen says people often think mayo is the cause of foodborne illness from chilled foods such as chicken, tuna and egg salad or on deli-style sandwiches. But since mayonnaise is made with acid (vinegar or lemon juice), it tends to prevent bacterial growth. Usually it's

the meat, poultry, fish or eggs in a sandwich left unrefrigerated for more than two hours that becomes the medium for bacteria to grow.

What about leftover fried chicken? According to Karen, food left out of the fridge for more than two hours may not be safe to eat. At temperatures above 90 F, food shouldn't be left out for more than an hour. If you have any doubts, throw it out.

When you'll be in the great outdoors and a cooler chest isn't an option, Karen suggests packing such items as fruits, vegetables, hard cheeses, dried meats, dried cereal, bread, peanut butter, crackers and bottled drinks.

For those backyard barbecue quandaries or campground cooking dilemmas, Karen is available 24/7 and can provide nearly 1,500 answers by topic or product. You can also submit questions via chat and email. To start using Mobile Ask Karen now, go to [m.AskKaren.gov](http://m.AskKaren.gov) on your phone's browser. The app is currently optimized for the iPhone, iPad and Android devices.

Additional food safety resources: [www.isitdoneyet.gov](http://www.isitdoneyet.gov); [www.fightbac.org](http://www.fightbac.org). —TJ Hatfield



# Stop switching your cereal.

# Start switching your milk.

Most people prefer the taste of Silk® Vanilla to ordinary dairy milk on their cereal.\* And love that it has as much calcium as milk. If it's time to wake up your breakfast routine, why not switch your milk for Silk?

\*National Taste Tests, 2011

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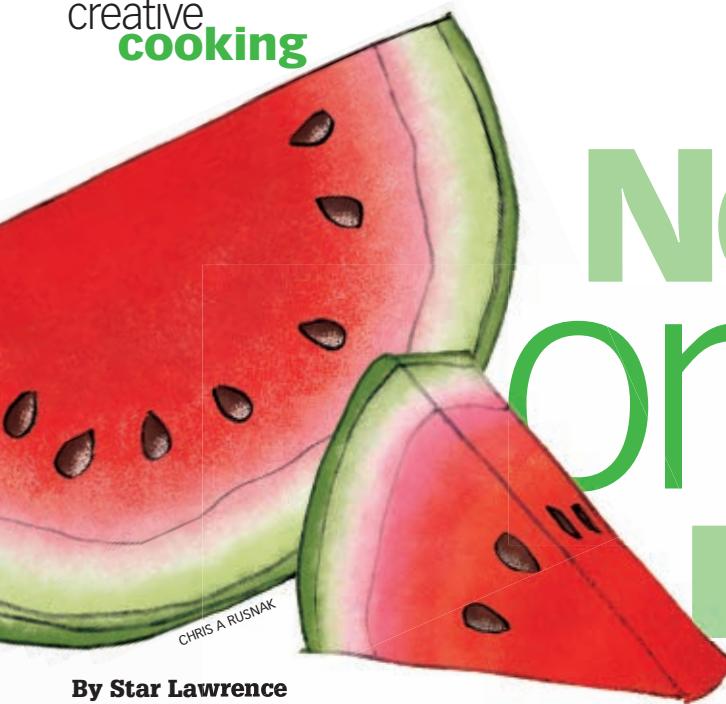


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# No ordinary melon

By Star Lawrence

JUST AS ITS NAME suggests, watermelon is 92 percent water. It comes in red, pink, orange or yellow, some with oval black seeds (perfect for distance spitting), and some almost seedless. Watermelons can be huge pods, softball size or, in one experiment, a cube.

The first documented harvest of the green giant was in Egypt 5,000 years ago—with the hieroglyphics to prove it. More than 1,200 varieties now exist, and watermelon is grown in 96 countries.

Every year, Americans down 4 billion pounds of this popular fruit—or is it a fruit? Watermelon is more closely related to cucumbers and pumpkins than to apples or bananas. So, it's generally considered to be both a fruit and a vegetable.

Watermelon is more than a tough skin (which, incidentally, was used as a canteen by early explorers). It's low in calories and high in vitamins, containing vitamins A, B<sub>6</sub> and C, plus thiamine, magnesium and potassium. It also contains more lycopene, an antioxidant thought to protect against some cancers, than any other fruit or veggie.

How do you select a perfect watermelon? Thumping may be fun, but it can bruise the fruit, which is surprisingly delicate inside that rhino skin. Look for dents and deformities. The watermelon should surprise you with how heavy it feels. Then turn it over—is there a creamy yellow spot where it ripened on the ground? That's a sign that it's ready to eat.

Before you cut into a watermelon, wash the outer skin and dry it. Once it's cut, refrigerate and eat it within three to four days. You can also

carve the skin or the whole watermelon like a pumpkin for a different twist. Or toast the seeds with salt as you would pumpkin seeds.

We usually think about eating watermelon right off the rind, but there are countless options worth trying this summer. Try pairing watermelon with sushi, create a breakfast lasagna (see recipe)—even try it in

Watermelon is perfect as a summer treat, and more

sandwiches or cocktails. Thousands of recipes, sweet and savory, circle the globe; here are a few from the National Watermelon Promotion Board ([www.watermelon.org](http://www.watermelon.org)). ☐

*Star Lawrence is a health reporter based in the Phoenix area. Her health blog is at <http://healthsass.blogspot.com>.*



## The Costco Connection

You'll find not only a variety of watermelons at your local Costco, but other melons and fresh produce for your summer meals.

## Breakfast Lasagna

- 4 cups cornflakes
- 2 cups minced watermelon (seeds removed)
- 2 cups fresh blueberries or sliced strawberries
- 2 cups vanilla yogurt

Place a third of the cornflakes in an even layer in the bottom of an 8 x 8-inch serving dish. Mix together the watermelon, blueberries and yogurt, and spoon half over the cornflake layer evenly. Sprinkle another layer of cornflakes over the yogurt and then layer the remaining yogurt over that. Sprinkle the remaining cornflakes evenly over the top. Makes 6 servings.



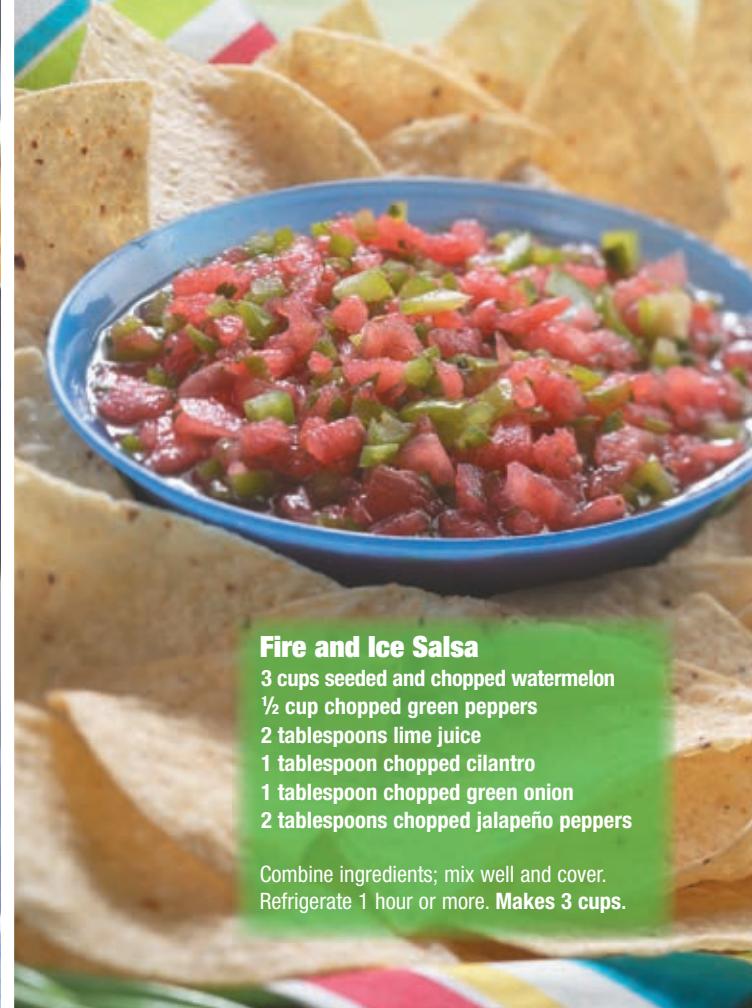
Chicken Salad with Watermelon and Peaches



## Fire and Ice Salsa

- 3 cups seeded and chopped watermelon
- 1/2 cup chopped green peppers
- 2 tablespoons lime juice
- 1 tablespoon chopped cilantro
- 1 tablespoon chopped green onion
- 2 tablespoons chopped jalapeño peppers

Combine ingredients; mix well and cover. Refrigerate 1 hour or more. Makes 3 cups.



## Chicken Salad with Watermelon and Peaches

- 3 cups chopped cooked chicken
- 1 cup plain yogurt
- 1/2 cup mayonnaise
- 1 teaspoon dried dill or 1 tablespoon fresh dill
- Juice of 1 lemon
- Salt and pepper to taste
- 2 peaches, seeded and chopped
- 2 cups chopped and seeded watermelon
- Greens or mini-baguettes

Mix together chicken, yogurt, mayonnaise, dill and lemon juice. Season with salt and pepper to taste. Just before serving, gently mix in chopped peaches and watermelon. Serve over greens or inside split mini-baguette. Makes 4 to 6 servings.



## Watermelon Raspberry Lemonade

- 6 cups watermelon cubes (seeds removed)
- 1/4 cup raspberries
- 1 cup water
- 1/3 cup sugar
- 1/2 cup lemon juice

Place watermelon, raspberries and water in blender container; cover and blend until smooth. Strain through fine-mesh strainer into pitcher. Stir in sugar and lemon juice until sugar dissolves. Refrigerate until chilled, about 1 hour. Makes 4 servings.

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Items not available at all locations.

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**\$60<sup>00</sup>  
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### Payton Recliner

Upholstered in a neutral-colored fabric with a contemporary pattern, this recliner has a three-way reclining mechanism with tension adjustment, soft and durable seat foam on sinuous springs for comfort, warm cherry-finished arms and an extended footrest for added relaxation.

ITEM #545334



**\$229<sup>99</sup> AFTER \$60OFF • VALID JULY 1-JULY 10, 2011**

**\$6<sup>00</sup>  
OFF**

### Indoor/Outdoor Stainless Steel Foldaway Drying Station

This large laundry rack gives you all the room you need to dry clothes the natural way. Features include an adjustable third arm for additional drying space and a place to dry shoes or slippers.

ITEM #545532



**\$23<sup>99</sup> AFTER \$6OFF • VALID JULY 1-JULY 17, 2011**

**\$100<sup>00</sup>  
OFF**

### Chapman Multimedia TV Console

Ideal for today's gaming and home entertainment centers, this console features hardwood and cherry veneer construction, elegant recessed panel doors, media storage cabinet and spacious center drawer.

ITEM #541194



**\$299<sup>99</sup> AFTER \$100OFF • VALID JULY 1-JULY 17, 2011**

**\$50<sup>00</sup>  
OFF**

### Orian Antiquity Rugs

ALSO AVAILABLE AT  
[Costco.com](http://Costco.com)

These intricately detailed 8' x 12' rugs, densely woven with 1.5 million design points, bring an understated elegance to any room in your home. Constructed with fine-denier 100% Olefin yarn. Selection varies by location.

ITEM #575748



**\$249<sup>99</sup> AFTER \$50OFF • VALID JULY 1-JULY 10, 2011**

**\$5<sup>00</sup>  
OFF**

### Aroma® Digital Rice Cooker

Sensor Logic™ Technology perfectly prepares 4 to 20 cups of cooked brown, white or wild rice. Steams meats and veggies while rice cooks below. Slow cooks from 2 to 10 hours. Multiple functions include White Rice, Brown Rice, Quick Rice, Smart Steam, Slow Cook and a 15-hour Delay Timer. **Limit 2.**

ITEM #510100



**\$24<sup>99</sup> AFTER \$5OFF • VALID JULY 1-JULY 17, 2011**

**\$5<sup>00</sup>  
OFF**

### Hamilton Beach® 2-Slice Toaster

This toaster has a smudge-proof brushed finish, great for hiding fingerprints. Wide slots, along with bagel and defrost buttons, allow for customized toasting, whether the item you're toasting is fresh or frozen. **Limit 5.**

ITEM #268584



**\$14<sup>99</sup> AFTER \$5OFF • VALID JULY 1-JULY 17, 2011**

**\$20<sup>00</sup>  
OFF**

### Bayside Room Divider with Canvas Totes

Ideal for use as a bookcase, room divider or storage solution, this unit can be arranged vertically or horizontally. Eight labeled canvas totes with handles provide organized storage.

ITEM #490966



**\$109<sup>99</sup> AFTER \$20OFF • VALID JULY 1-JULY 17, 2011**



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Prices will vary in some locations. Limited to stock on hand. No rain checks.

**\$5<sup>00</sup>  
OFF**

**Brita UltraMax  
Large Water  
Dispenser  
with Filter**

This large water pitcher holds 144 ounces, or 18 cups, of filtered water. The one-touch spigot makes it easy to dispense water, and the unique rectangular shape conveniently fits on the fridge shelf. ITEM #373890



**\$18<sup>99</sup> AFTER \$5<sup>00</sup> OFF • VALID JULY 1-JULY 17, 2011**

**\$4<sup>00</sup>  
OFF**

**Rubbermaid® 14-Piece  
Lock-its Canister Set**

Each canister features four locking tabs that make the lid extra secure, help keep foods fresh and prevent spills. The Easy Find Lids system features lids that snap to bases for easy storage. Microwave, freezer and dishwasher safe. ITEM #570336



**\$15<sup>99</sup> AFTER \$4<sup>00</sup> OFF • VALID JULY 1-JULY 17, 2011**

**\$4<sup>00</sup>  
OFF**

**KitchenAid Salad Spinner**

Take your fruits and vegetables for a spin with this one-step pump salad spinner. Features include a pump for pushing down to spin or pulling out the basket for serving, easy-carry handles, three dividers to wash three different foods at a time, a spout for easy draining and a nonslip base. Dishwasher safe.

ITEM #451253



**\$14<sup>99</sup> AFTER \$4<sup>00</sup> OFF • VALID JULY 1-JULY 24, 2011**

**\$30<sup>00</sup>  
OFF**

**Shark® Navigator™ Deluxe  
Upright Vacuum**

Superior deep carpet and bare-floor cleaning in a compact, lightweight, maneuverable design. Patented Never Loses Suction Technology keeps dirt away from filters. The Extreme Reach Kit provides over 27' of cleaning reach. Includes premium pet tools. **Limit 5**. ITEM #580089



**\$99<sup>99</sup> AFTER \$30<sup>00</sup> OFF • VALID JULY 1-JULY 31, 2011**

**\$20<sup>00</sup>  
OFF**

**Singer® Brilliance™  
Sewing Machine**

This sewing machine has many timesaving and creative features, including automatic needle threader, 100 built-in stitches and six fully automatic one-step buttonholes. Includes hard cover, extension table, quickstart guide, eight presser feet and introduction DVD. **Limit 3**. ITEM #568322

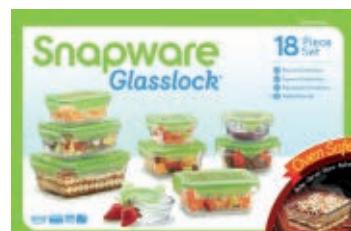


**\$129<sup>99</sup> AFTER \$20<sup>00</sup> OFF • VALID JULY 1-JULY 31, 2011**

**\$6<sup>00</sup>  
OFF**

**Snapware 18-Piece  
Glasslock Set**

Each container can be used for baking, microwaving, serving, storing, freezing and reheating. All are constructed of clear, oven-safe glass, with matching four-latch airtight lids that feature a leak-proof silicone seal. ITEM #564411, 461164



**\$23<sup>99</sup> AFTER \$6<sup>00</sup> OFF • VALID JULY 1-JULY 31, 2011**

**\$15<sup>00</sup>  
OFF**

**Cuisinart® SmartPower  
Premier Duet™ Blender/  
Food Processor**

This multifunction unit features a 600-watt motor that minces delicate herbs, makes smoothies or chops ice. Put on the food-processor attachment to slice, shred, chop or mix. **Limit 3**. ITEM #506323

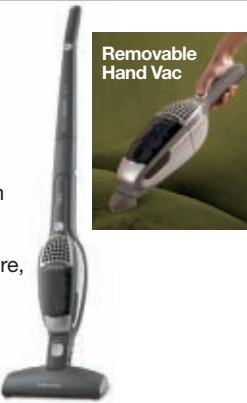


**\$53<sup>99</sup> AFTER \$15<sup>00</sup> OFF • VALID JULY 1-JULY 31, 2011**

**\$10<sup>00</sup>  
OFF**

**Electrolux® Ergorapido® Ultra**

The two-in-one Ergorapido combines the maneuverability of a stick vacuum for hard floors with the convenience of a handheld. This lightweight and cordless unit lets you clean everywhere, with the patented 180-degree swivel power head, motorized brushroll and 12V NiMH battery. **Limit 5**. ITEM #619072



**\$69<sup>99</sup> AFTER \$10<sup>00</sup> OFF • VALID JULY 1-JULY 31, 2011**



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**\$10<sup>00</sup>  
OFF**

**Cuisinart®  
Griddler® Compact  
Multifunctional Grill**

The multipurpose Griddler changes with just a flip of the reversible nonstick grill-griddle plates. Features five cooking options: contact grill, panini press, full grill, full griddle and half grill-half griddle. Hinged floating cover adjusts to food thickness. **Limit 3.**

ITEM #565698



**\$29<sup>99</sup> AFTER \$10OFF • VALID JULY 1-JULY 31, 2011**

**\$4<sup>00</sup>  
OFF**

**KitchenAid 5-Piece Sink  
and Brush Set**

These brushes dispense soap while cleaning with the push of a button, and feature a comfortable nonslip grip. Set includes a soft-handle sponge brush, soft-handle palm brush, soft-handle kitchen brush and two replacement scouring-pad brush heads for tough scrubbing. ITEM #855678



**\$15<sup>99</sup> AFTER \$4OFF • VALID JULY 1-JULY 31, 2011**

**\$3<sup>00</sup>  
OFF**

**Pedrini 12-Piece  
Magnetic Clip Set**

Seal bags or hang notes, photos and recipes. Small and medium clips have a magnetic back to attach to a refrigerator or oven. Large and medium clips feature soft grip on thumbprint for easier clip opening.

ITEM #565396



**\$9<sup>99</sup> AFTER \$3OFF • VALID JULY 1-JULY 31, 2011**

**\$10<sup>00</sup>  
OFF**

**Waterpik® Water  
Flosser Combo Pack**

Waterpik is an easier and more effective alternative to string floss. Includes Waterpik® Ultra Countertop Water Flosser, Waterpik® Cordless Plus Water Flosser, 12 accessory tips and one travel case. **Limit 5.**

ITEM #478028



**\$66<sup>99</sup> AFTER \$10OFF • VALID JULY 1-JULY 31, 2011**

**\$5<sup>00</sup>  
OFF**

**Weight Watchers®  
Digital Glass Scale**

Weight management just got more stylish with this glass scale that features an oversize, easy-to-read 1.5" digital display, 400-pound capacity and high-strength, 12.2" x 12.6" tempered-glass platform. **Limit 5.**

ITEM #533537



**\$14<sup>99</sup> AFTER \$5OFF • VALID JULY 1-JULY 31, 2011**

**\$30<sup>00</sup>  
OFF**

**Bissell® PROHeat 2X®  
Multi-Surface Cleaner**

This upright deep carpet cleaner features 12 cleaning rows of DirtLifter® Powerbrushes and built-in water heater. Includes DryAire® system, Deep Reach® tool and Bare Floor tool. **Limit 3.**

ITEM #636631



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[Costco.com](http://Costco.com)

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**Shark® Lightweight  
Professional Iron**

Enjoy vertical and horizontal steaming with Shark® unique steam technology for fast steam without dripping or spitting. Stainless steel soleplate provides superior glide and heat retention. Comfort-grip handle and 360-degree pivot cord provide comfort and convenience. **Limit 3.**

ITEM #517261



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**\$3<sup>00</sup>  
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**Plush Body Pillow**

Exquisitely soft, this hypoallergenic body pillow supports the body during sleep or rest. Lie on it any way you wish while watching TV, playing video games or just lounging around. Size: 20" x 54". Available in several vibrant colors. ITEM #568462



**\$9<sup>99</sup> AFTER \$3OFF • VALID JULY 11-JULY 17, 2011**



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Prices will vary in some locations. Limited to stock on hand. No rain checks.

**\$150<sup>00</sup>  
OFF**

**Hunter Loft Bed with Desk**

Ideal for a kid's bedroom or college dorm, this loft bed features sturdy construction and a rich dark brown cherry finish. Other features include slide-out keyboard tray, cork bulletin board and ladder with safety handles. Assembly required.

ITEM #532427



**\$549<sup>99</sup> AFTER \$150OFF • VALID JULY 11-JULY 17, 2011**

**\$3<sup>00</sup>  
OFF**

**Maples Print  
Gallery Rug**

This nylon rug is fade resistant and machine washable, and has a skid-resistant latex backing. Size: 30" x 45". Selection varies by location.

ITEM #245660



**\$8<sup>99</sup> AFTER \$3OFF • VALID JULY 11-JULY 17, 2011**

**\$2<sup>00</sup>  
OFF**

**Meco Padded  
Folding Chair**

This high-quality steel folding chair is fashionable and long wearing, with high-density ultra-foam seat and back cushion. Each leg features a scuff-resistant cap. Lifetime limited warranty.

ITEM #253029



**VALID JULY 11-JULY 24, 2011**

**\$10<sup>00</sup>  
OFF**

**Metal Urn Table  
Lamp Set**

Two steel table lamps with a restoration bronze finish and a taupe, square, fabric shade with contrasting trim. Includes two 23-watt CFL bulbs.

ITEM #533579



**\$47<sup>99</sup> AFTER \$10OFF • VALID JULY 11-JULY 24, 2011**

**\$50<sup>00</sup>  
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**Sealy Bright Meadows  
Cushion Firm Full  
Mattress Only**

This full mattress offers a firm sleep surface with Posturpedic support, while still maintaining pressure-relieving comfort. Features include 600 PostureTech® innerspring coils and UniCase™ edge support. Mattress height: 11".

ITEM #32998



**\$209<sup>99</sup> AFTER \$50OFF • VALID JULY 11-AUGUST 7, 2011**

**\$200<sup>00</sup>  
OFF**

**Chapman 8-Piece  
Counter-Height  
Dining Set**

This set boasts a beautiful multi-step, hand-applied coffee finish. The table features a hand selected Acacia wood veneer tabletop and includes a 12" butterfly leaf. Fully assembled chairs have upholstered bonded-leather seat and back. Some assembly required. ITEM #532618



**\$799<sup>99</sup> AFTER \$200OFF • VALID JULY 18-JULY 24, 2011**

**\$15<sup>00</sup>  
OFF**

**True Innovations Task Chair**

This stylish chair features supple Puresoft™ seat and back cushions with comfort zones of breathable sport mesh. Push-button, height-adjustable padded arms allow for added comfort. Metallic silver accents and a sturdy contemporary base complement most décor.

ITEM #557836



**\$64<sup>99</sup> AFTER \$15OFF • VALID JULY 18-JULY 31, 2011**

**\$3<sup>00</sup>  
OFF**

**Snuggle Buds**

A sleeping bag, a pillow and your buddy. Perfect for Grandma's house, school, nap time or slumber party. Sleeping bag size: 27.5" x 45". Selection varies by location.

ITEM #509926



**\$14<sup>79</sup> AFTER \$3OFF • VALID JULY 25-JULY 31, 2011**



# Reflect your personality



At Simon Li, we understand that your home is your haven; a place that reflects your personality while providing comfort for you and your family.

The Alexandra Collection was designed and manufactured for quality, comfort and beauty. Our exclusive Cloud 9 seat cushions, built-in lumbar support and padded arms combine to create a feeling of complete relaxation. Alexandra is covered in 100% durable, heavy-weight leather in a color that will blend with any décor.

**Dimensions:**

94" L x 41" W x 36" H (sofa), 71" L x 41" W x 36" H (loveseat), 47" L x 41" W x 36" H (chair)

Item #535892 (sofa), #535893 (loveseat), #570251 (chair)

Accessories not included.  
WAREHOUSE ONLY



Frank Fontana is a dime-conscious designer who values creativity over spending.

# Cheap change artist

**Frank Fontana knows how to design on a dime**

By Judith A. Stock

FRANK FONTANA WANTS to change your concepts about interior design with his low-cost, high-design home decorating ideas. As the lead designer and host of HGTV's *Design on a Dime* show, he gets the chance to do just that on a weekly basis.

"People are looking for function and form, so multi-function everything is the trend of the future," Fontana explains. "The days of just getting a piece of furniture or décor because it looks cool doesn't flow with today's tough economic climate."

The show's design team makes over one room for design-conscious homeowners who are short on funds. Their challenge is to complete the makeover for \$1,000 and do it in a day. The longest-running, highest-rated, low-budget design show, *Design on a Dime* has been on the air for 11 years, five of those with Fontana as the host.

His relaxed and easy charm, along with the ability to deliver information in an entertaining fashion, makes him well suited to be the do-it-yourself design guy who offers tips and makes affordable design come to life.

"I had that creative flair and artistic ability as a child, which came through as an adult with home design," Fontana, a Costco member, tells *The Connection*. "Through lots of summer jobs painting houses, laying tile and being a carpenter's assistant, I honed my hands to do the work I do today."

Fontana ([www.frankfontana.net](http://www.frankfontana.net)) started on HGTV as host and designer of another show, *Takeover My Makeover*. When that show ended, HGTV wanted him to take over *Design on a Dime*. Living in Los Angeles at the time, Fontana jumped on a plane for Chicago, where the show is taped, and shortly became a resident of the Windy City.

Asked about his design philosophy, Fontana calls it "Quantum Design Element," or QDE for short. It's designing for the feeling first. "I can't go anywhere without being aware of the nuances that make up the energy in room flow," Fontana says.

CONTINUED ON PAGE 50

# Buyer's PICK

**Nino Garcia**  
Furniture Buyer



IF YOU'RE LIKE ME, you may tend to get bored with your décor from time to time. Rather than donating furniture to charity or recycling a piece of perfectly good furniture, I like to go for versatility. That's why I love the Dellamore 7-Piece Modular Set from Emerald Home Furnishings.

More commonly known as a sectional sofa, this resourceful piece, or rather pieces, of furniture allow you to change the look and suit the needs of your living space without draining your bank account. The 8-way

hand-tied coil spring construction provides superior comfort and durability, and it's upholstered in high-performance microfiber for easy spot cleaning. Two matching pillows are included with each set. When the pieces are all put together in the traditional way, the sectional measures 106.5 inches by 148 inches by 35 inches.

The Dellamore 7-Piece Modular Set is so versatile, you might want to rearrange your living room or family room more often. And the price can't be beat. We're able to offer this for significantly less than a similar sectional sold elsewhere. **C**



CONTINUED FROM PAGE 49

"On a quantum level, all objects, whether furniture, accessories, etc., all exude a particular energy that, when combined with the right function, cohesive colors, patterns and material, and not to mention the proper flow of a space, can bring to life a collective, amazing energy and ambience that then exudes a particular style that's polished and alive," he continues.

His recent book, *Frank Fontana's Dirty Little Secrets of Design* (Abrams Books, 2010), explains QDE, "Each room has a distinctive feel. It's something that hits people within their first thirty seconds in a space, and they know whether they like it or not. That is what we are trying to craft when we design a room."

A frequent bargain seeker, Fontana says Costco is on his list of go-to stores for deals. He says be sure to measure your room first and create a simple blueprint before you purchase any new furniture. This tip keeps size and scale in mind for balanced energy.

Clearly, Fontana knows his way around color wheels, fabric swatches and drafting tables. But without the show, would he still find the low-budget approach attractive? "Absolutely, I live by it! Why spend money on something you can make yourself?" he says. "One man's garbage is another man's gold ... with the right color spray paint!" **C**

*Judith A. Stock is a Los Angeles-based freelance journalist.*

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FURNISHINGS

*Create a room  
within a room*

#### HUNTER LOFT BED

For study, play or rest, the Hunter Loft Bed maximizes floor space and provides a practical homework area, storage options and a comfortable bed. Poplar wood and hand-selected Cherry veneers combine with a durable finish to create a versatile piece of furniture for your growing child. Item #532427

Dimensions: 80.7" W x 85" D x 76.6" H



*Accessories not included.*

**WAREHOUSE ONLY**



# Fontana's low-cost decorating

CREATIVITY IS MORE important than income, says Frank Fontana. Here are some creative "secrets" from his book, *Frank Fontana's Dirty Little Secrets of Design*.

- Turn an old bookcase into a hall catchall for shoe and boot storage. Turn the bookcase on end, add casters to the bottom of the bookcase; fasten coat hooks on both sides, and a full-length mirror where shelves would have gone.
- Convert a toy chest into a country-style entry bench by adding a white picket fence as a chair back, a chair pillow on the top and casters to the bottom of the chest. Once it's assembled, paint the entire piece white.
- Bicycle-wheel pot rack. Take a large, clean bike wheel with spokes, attach three chains to one side of the rim with an S-hook, and join the other end of the chains together with another S-hook at the top. Use an eyebolt to mount the wheel and chains to your ceiling. Use additional hooks for hanging pots and pans.
- Doorknob coat rack. Take several old door knobs, mount them on a piece of painted barn wood and screw to the wall.—JS

## Brooke Collection

Providing Attractive and Functional Storage Solutions



Item #561724

Item #561725

Item #567909

Accessories not included



The Brooke Collection—it's all about storage. This collection has a full storage bed with 8 spacious cubbies; the ultimate dresser includes a sliding beveled storage mirror with multiple shelves and pegs to hang jewelry, scarves and more. The nightstand has both a drawer and open storage to maximize space. The Brooke Collection is both stylish and well constructed with custom hardware and beautifully detailed molding.

WAREHOUSE ONLY

## EASTON Leather Rocker Recliner



### A CASUAL APPROACH to CLASSIC RECLINING

- 100% hand-rubbed and hand-finished semi-aniline cowhide leather—excellent combination of softness and durability
- Durable solid hardwood frame with reinforced corners for long-lasting wear
- Ultra plush, high resiliency foam seat cushion



Product Dimensions:  
38.5 in W x 41.7 in D x 40 in H  
(97.7 cm W x 105.9 cm D x 101.6 cm H)

WAREHOUSE ONLY Item #569446 | Accessories not included.



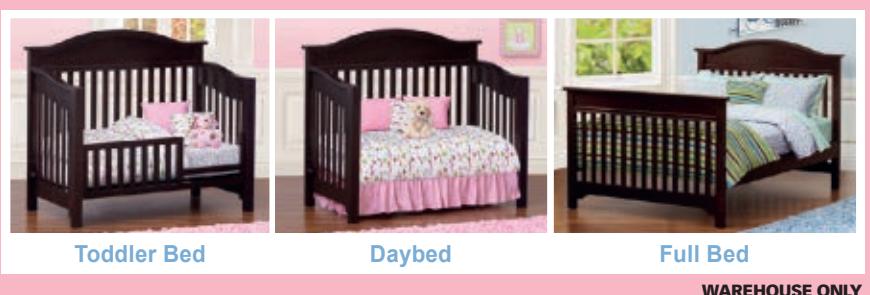
Accessories not included



## Sydney Collection

Convertible 4 in 1 Crib - Conversion Kits included

Changing table dresser with removable topper easily converts to a dresser



Toddler Bed

Daybed

Full Bed

WAREHOUSE ONLY



**Stylish and functional**  
Express your personal style with timeless  
design and modern function





**A** **Lane Eddie Bauer Cabinet:** The beautiful cherry veneer and chestnut finish will add a warm, charming feeling without taking up a lot of space, and the four cedar-lined, adjustable shelves offer you over 13 cubic feet of storage. Item #532559



**B** **Mountain Staircase Bunk Bed:** This twin-sized bunk bed features a durable espresso finish with classic hardware that gives a functional style that can be used by kids through teens. A reversible staircase with a built-in book shelf features anti-slip tread on the stairs. Item #530521



**C** **Ten Spring Street Grant 52" Media Console:** With its warm cognac finish this console blends seamlessly with any room décor and accommodates flat-panel televisions up to 50". Also features drop-down front drawers and ventilated adjustable shelves. Item #526662



**D** **Bayside Furnishings Newport Cocktail Bar:** The perfect combination of classic style and modern sophistication. Features hardwood and cherry veneer construction, durable marble top with crown molding, locking cabinet doors and several wine bar accessories. Item #532174

**E** **Pulaski Milan Hall Chest:** With a stylish balance of straight lines, cherry veneers and solid hardware this hall chest brings a sophisticated décor to any room. Features two lined drawers on ball bearing slides, an adjustable shelf behind two glass doors and a removable magnetic back. Item #532346

**F** **Martin Meridian TV Console:** Classic American styling with a warm nutmeg finish make this console a centerpiece in any home. Other features include a patented lift-top wire management system, drop front gaming drawer and optional wood veneer panels for doors. Item #527896

**G** **Lane Mirrored Hall Tree:** Whether you hang your items on the six hangers or store them under the cedar-lined, seated storage compartment, this hall tree with birch veneer and black matte finish will keep your items readily available. Item #532460

**H** **Broyhill Mason Heights Kitchen Island:** People naturally like to gather around a centerpiece. With its attractive butcher-top block, slide-out table and generous storage, this counter-height kitchen island is a smart addition to any kitchen. Item #532150

**I** **Universal Furniture Bradley Dining Collection:** Comfort meets style with warm mahogany veneers, hardwood solids, stylish tapered legs and chocolate bonded leather seating. The dining table features an 18" table leaf. The side chairs feature a unique padded back frame. Item #532596

# Abbey



## 3-PIECE SECTIONAL



Tufted button details on seats and sides



2 matching pillows included



High-performance microfiber cover



8-way, hand-tied, coil-spring construction

SECTIONAL DIMENSIONS:  
RSF CHAISE / LSF SOFA

122 in x 84 in x 36 in  
(309.8 cm x 213.3 cm x 91.4 cm)

OTTOMAN DIMENSIONS:

34 in x 26 in x 20 in  
(86.3 cm x 66 cm x 50.8 cm)



Item #569435  
Accessories not included.  
WAREHOUSE ONLY

# Dellamore

7 PC  
MODULAR SET



- Modular concept allows for a variety of arrangements that can adapt to any space
- Covered in high performance microfiber for easy spot cleaning
- 8-way hand-tied coil spring construction provides superior comfort and durability
- 2 matching pillows included with each 7-piece set

OVERALL DIMENSIONS (as pictured above): 106.5 in x 148 in x 35 in (270.5 cm x 375.9 cm x 88.9 cm)

Item #535929  
Accessories not included.  
WAREHOUSE ONLY

# How to fit the big TV into a small house

## MAKE ROOM for the MEDIA ROOM

MEDIA BAKERY

Want to create your own media room in a not-so-big house? Here's a step-by-step plan to get started.

### Choose the room

Because you'll probably want to cut the lights and blast the sound, an enclosed space is ideal, says Michelle Meredith, Costco member and principal of Michelle Meredith & Associates, a design firm in Dallas. "A media room should have a theater-like environment. You want to be able to shut out the world and black out the room with shades or blackout drapes."

A spare bedroom, if large enough, can be a good media room, as can a finished basement or room over the garage. You could also simply give the family room—where everyone hangs out anyway—a multipurpose redesign so it can quickly convert into media central on movie nights.

### Start with the TV

A good media room starts with a good television. Salyer's clients often gravitate toward a 55-inch flat screen—big enough to have a theater feel, but not overwhelming in a smaller room. A pull-down screen and projector is another option. "You want a screen that has a presence in the room and makes the movie look good," Salyer says.

Media rooms in the past had racks and glass-fronted cabinets to store messy electronic

**By Gretchen Roberts**

AS FAMILIES MOVE through the seasons of life, some rooms in the house outgrow their original purpose. A home office might be converted into a nursery, or a game room into a guest room. With fewer people trading up for bigger homes or even adding on to their existing homes, revamping a room to reflect how you want to live is a smart investment, says Kathryn Salyer, Costco member and owner of MyDecoratingCoach.com, a website that helps women make decorating decisions.

"I've seen a recent trend of turning the bonus room or extra room in the basement into a media room," Salyer says. "It's a great way to promote family togetherness, because the kids aren't holed up in their own bedrooms watching TV."

equipment, but now you can hide it all in a closet or cabinet. "When planning the layout of the room, make it your goal to hide everything but keep it accessible and close," says Brittany Taylor, a Costco member and a design associate at Michelle Meredith & Associates.

### Add comfy furniture

Salyer swears by L-shaped sectionals, which seem to dominate a room but actually provide more seating for the square footage. "Sectionals give you lots of good lounging space. You can pile your whole family and the dogs on, and you don't need as many side pieces. Contrary to what people think, sectionals give you more seating for the space," she says.

Toss colorful beanbags on the floor for the kids, Meredith says, and throw them in the closet between showings.

### Create a snack station

"One of my favorite media room pieces is a long, thin console table behind the sofa. You can use as a buffet-style snack tray because it doesn't take up a lot of room, and everyone can reach their drinks," Salyer says.

If the table is counter height and you have the space, add a couple of bar stools as well. "This is the perfect setup for kids, so they don't get food on the furniture but can stay in the room and watch the movie," Salyer says.

### Splash on some style

Add flair to functional equipment and furniture with colorful accent pillows and throw blankets, Meredith says: "You can change these out seasonally to kick up the space several times a year."

Hang sconces on the walls for ambient lighting. "You want to be able to see, but to cut everything off when the movie starts," Meredith says.

If your budget isn't big enough to do everything at once, start with the television and work your way through the plans, Salyer says: "Skip the movie theater for a year and you'll save a bundle. A media room is a great investment for your home, family and lifestyle."

*Gretchen Roberts, a wine, food, home and garden writer, lives in Knoxville, Tennessee.*

### The Costco Connection

Members can find all the essential components to set up a media room at Costco warehouses and Costco.com, from flat-screen TVs to sectionals to snacks.

## MILAN EURO LOUNGER

INNOVATION TO SEATING, RECLINING & SLEEPING



### MULTI-POSITIONAL SOFA BED CONVERTIBLE



LIFESTYLE SOLUTIONS

- CONVERTIBLE SOFA WITH LOUNGER, BED AND CHAISE POSITIONS
- BONDED LEATHER SEATING WITH HIGH PERFORMANCE UPHOLSTERY
- CUSHION CONSTRUCTED OF HIGH-DENSITY FOAM
- SLEEK AND STURDY METAL LEGS
- CONTEMPORARY AND VERSATILE EURO DESIGN
- COMFORTABLE DOUBLE CUSHION DESIGN

ASSEMBLED SOFA: 79.5 in L x 39 in W x 37.4 in H - 201.9 cm L x 99 cm W x 94.9 cm H  
ASSEMBLED BED: 79.5 in L x 48.8 in W x 20.1 in H - 201.9 cm L x 123.9 cm W x 51 cm H

WAREHOUSE ONLY Accessories not included.

ITEM #568507

**Dustin** Chaise Lounge

Emerald Home Furnishings

Rich "espresso" color

Matching kidney and bolster style pillows included

Tufted button and over-stitching details

8-way, hand-tied construction

DIMENSIONS: 30 in x 66 in x 37 in (76.2 cm x 167.6 cm x 93.9 cm)

Item #535937

WAREHOUSE ONLY

Comfortably in control



### Spectra Home Everest Leather Power Motion Sofa and Loveseat

Both pieces feature top-grain leather in the seating areas. Control infinite positions with Electric Power Motion button. Construction features high-density foam and soft Dacron fiber for lasting comfort. Chaise seating provides complete support when in reclining position. Sofa and loveseat sold separately. Accessories not included.

Sofa: 86" L x 40" W x 40.5" H; Item #569431 | Loveseat: 63" L x 40" W x 40.5" H; Item #569432

Accessories not included.  
WAREHOUSE ONLY

## Graceful style



**Morgan Accent Chair** A blend of classic and modern design tailored with gently curved arms, a comfortable tight back, a plush seat cushion and elegantly tapered hardwood legs in a dark finish.

Dimensions: 31.25" L x 33.75" W x 34" H

Item #535986

Accessories not included.  
**WAREHOUSE ONLY**



### Stylish Storage Ottoman

- Timeless classic look
- Elegant tufted design
- Beautiful bonded leather
- Top lifts to ample storage space
- Functions as seating or coffee table
- Crafted with solid hardwood frame
- Fully assembled

#### Ottoman Dimensions:

51.1 in L x 18.9 in W x 16.3 in H

#### Storage Dimensions:

47.0 in L x 14.6 in W x 10.6 in H

**WAREHOUSE ONLY**

Item # 535968

## CLASSICALLY UNIQUE



### SHERWOOD ACCENT CHAIR

Stein World's classic accent chair features a solid hardwood frame in a rich espresso finish and decorative paisley fabric. Innovative elastic webbing seat construction ensures long-lasting stability.

Item #570130

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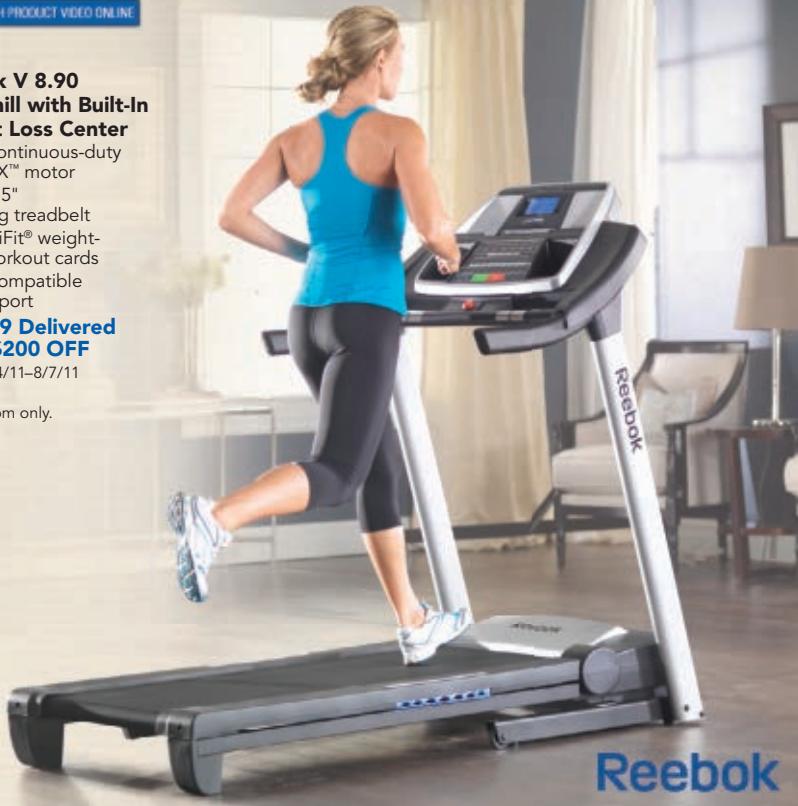


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- Three iFit® weight-loss workout cards
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Reebok



## Portofino 18-Piece Estate Collection

All-weather resin wicker with Sunbrella® fabric. Includes five-piece sectional, two-piece sofa, two coffee tables, side table, two club chairs, two ottomans and four loungers.

**\$4,999.99 Delivered**

#517597 Costco.com only.

Other configurations also available.

Starting at \$699.99 Search\*: PORTOFINOJULY



## Zen 5-Piece Deep Seating Collection

Includes loveseat, two club chairs, ottoman and coffee table. All-weather resin wicker with Sunbrella® fabric and aluminum with faux-wood tabletop.

**\$999.99 Delivered**

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## Portofino Lounger 4-Pack

All-weather resin wicker with Sunbrella® fabric bolster pillow.

**\$1,199.99 Delivered**

Valid 7/1/11-7/31/11

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**Endura 6-Piece Deep Seating Modular Sectional**  
Create multiple configurations, including an oversized outdoor daybed. All-weather resin wicker with Sunbrella® fabric.

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**Euro Lounger Set by Sirio™**  
Includes Euro lounger, two club chairs and two stone-top side tables. All-weather resin wicker with Sunbrella® fabric.

**\$1,899.99 Delivered**  
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**Pacific 6-Piece Deep Seating Collection**  
Includes two reclining club chairs, loveseat, ottoman, side table and coffee table. All-weather resin wicker with Sunbrella® fabric.

**\$1,399.99 Delivered**  
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**Lorenzo 4-Piece Deep Seating Collection**  
Includes two club chairs, sofa and coffee table. All-weather resin wicker with Sunbrella® fabric.

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All-weather resin wicker with Sunbrella® fabric.

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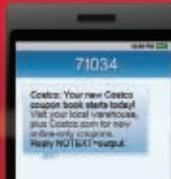
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### Winston 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

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### Santa Cruz 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

**\$2,799.99 Delivered**

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Other configurations available.

Price varies by configuration.



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### Ashlyn 3-Piece Top Grain Leather Reclining Set

Includes reclining  
sofa, reclining  
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Also available in king, Cal-king, full or twin.

Price varies by size.



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Includes bed, two nightstands, dresser, mirror and chest.

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### Comfort Revolution Body Therapy Pillow 2-Pack

Green tea-infused memory foam pillow enveloped in a removable plush microfiber cover.

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### Custom Comfort® Queen Memory Foam Mattress Topper

2" mattress topper with three unique zones for customized comfort.

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Available in cream or chocolate velvet fabric.

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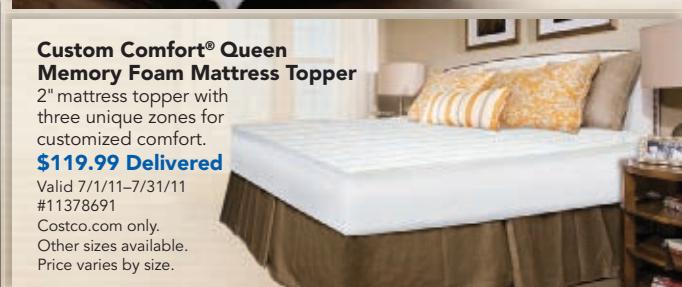
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Available in king,

Cal-king, or full sizes.





### Concorde 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

**\$1,599.99 Delivered After \$300 OFF**

Valid 7/14/11-8/7/11 #11474956 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

### Ellie Tufted Twin Bed with Bench

Available in pink, light pink or purple.

**\$499.99 Delivered**

Valid 7/1/11-7/31/11

#11613581

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### WATCH PRODUCT VIDEO ONLINE

### Montgomery 5-Piece Queen Bedroom Set

Includes bed,  
two nightstands,  
dresser and mirror.

**\$2,299.99  
Delivered**

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#11649521

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Other sizes/configurations  
available. Price varies by  
size/configuration.



### Sealy Queen Trillium Down Alternative Comforter

**\$49.99 Delivered**

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Also available in king or twin size comforter  
and king or queen size pillow.



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- Eight shower jets
- Single knob control
- "Rainfall" shower experience

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### Fontaine Riviera Kitchen Pull-out Brushed Nickel Finish Faucet

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### Fontaine Chloe Pull-Down Kitchen Faucet

Brushed  
bronze finish.

**\$119.99  
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### U.S. Sunlight Skylight Tube with Low-Profile Square Dome

Save energy by directing natural light to any room. Hail-resistant double-pane polycarbonate roof lens. Leak-proof design with one-piece roof flashing. Installs easily with 8' flexible tube. Qualifies for 10% federal tax credit.

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**SKYLIGHT TUBE**

### DuraCabinet 5-Piece Garage Storage System

Contemporary design garage storage system with tool organizer. Tools not included.

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After \$150 OFF**

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#11325627  
Costco.com only.



### Parisian

### 6-Piece Towel Set

100% fine ring-spun cotton. Includes two bath, two hand and two wash towels. Various colors available.

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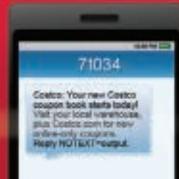
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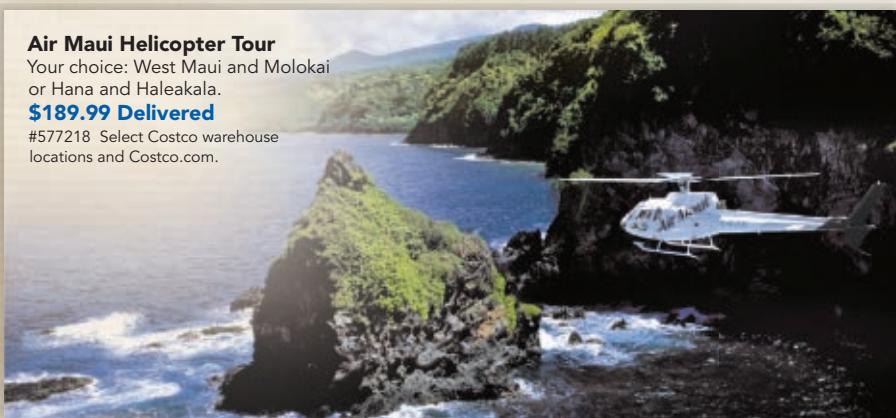
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# A well-built program

Costco's furniture quality sits atop the rest



The Easton leather recliner (Item #569446; available at all locations in August) features luxuriously soft and comfy top-grain leather on the seating surfaces.

IRIDIO PHOTOGRAPHY

## BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: **buying smart** [@costco.com](http://costco.com).

BUYING NEW FURNITURE is an exciting adventure, matched only by the challenges it can present. You can use up oodles of free time with weekly forays to every store within a 50-mile radius as well as hours spent online.

Or you can choose to shop quickly, efficiently and under one roof at Costco's biannual warehouse furniture extravaganza, where a treasure trove of hand-selected furnishings from around the world awaits discovery each year—this year from July 5 to September 1 and December 26 to March 1.

### For your consideration

Of course, there's much more to furniture buying than one-stop shopping. Considerations include selection, style, shape, size, color, function, comfort and the biggie: workmanship.

With this summer's show almost under way and wanting to hear Costco's take on what constitutes quality furnishings, I sit down with Costco furniture buyers Nino Garcia and Jeffrey Olsen.

Nino reports, "Superior construction is our focus. We only contract with thoroughly vetted and well-known manufacturers. One look at a furniture company's own specifications tells us if they are cut from the same quality-focused cloth as Costco."

### Frame-up

I learn some brands have quietly lowered their furniture-building standards over the years, while others (not so reputable to begin with) are cutting even more corners. Not Costco.

Jeffrey hands me a list of the 80(!) quality standards the Costco team likes to see a furniture manufacturer fulfill.

On the list, I find many of my pet peeves are listed as unacceptable: the use of weak staples rather than screws on furniture backs, cardboard inserts known to disintegrate in spilled water, cheap hollowed-out knobs, easy-to-break plastic feet and skinny springs that don't hold up.

I'm surprised by numerous construction details I've not considered but am certainly glad Costco does. These include kiln-drying finished wood products to an 8 to 12 percent moisture content to prevent mold, warping or cracking, and using new rather than reused fire-retardant fill for upholstered items.

The list also proves Costco leaves no detail to chance. Bookshelves are reversible so that if one side is damaged the unit is still usable. Backs are fully finished, allowing a piece to also be used as a room divider. Drawers are sanded smooth to the touch and the same color inside and out.

**More in archives**  
On Costco.com, enter "Connection." At *Online Edition*, search "buyingsmart."

## E-quality

COSTCO.COM pampers members, especially when it comes to the site's year-round furniture program.

Here's a sample of what's provided:

- A wide assortment of traditional and cutting-edge trendsetting styles
- White-glove delivery on most furniture items and, when necessary, assembly for most large pieces of furniture at a mutually acceptable date and time; removal of all packaging material
- The possibility of additional furnishings that complement warehouse pieces, such as the matching desk and bookcase for the youth bed sold in warehouses this summer
- Free leather upholstery swatches
- Many mattresses, including organic mattresses for cribs
- Items can be returned to warehouses; for larger pieces, you can schedule a free pickup.

Prices vary due to shipping.—PV

Importantly, not only the paint but the factories using paint must be 100 percent lead free to avoid cross-contamination.

### Testing 1, 2, 3

Testing and product verification is three-fold.

Nino and Jeffrey personally test furniture samples when they are first submitted, during plant visitations and yet again post-production.

Independent third-party laboratories put all Costco furniture through a battery of tests, including seat static load, where a seat is weighted with 400 pounds for 60 minutes to assess seat resilience. Burn and smolder compliance verification is also conducted on all foam or filling material.

Costco's own quality assurance (QA) department also gets in the act. They confirm that all government regulatory requirements, California's sometimes stricter laws and the industry's voluntary standards are met or exceeded.

Costco's nonfoods QA manager, Jennifer Thompson, reveals, "We also authenticate all label claims and fully assemble the piece to confirm everything is provided. Costco wants to make sure members do not experience frustration due to improper instructions or missing parts."

### Styling

Jeffrey adds, "As buyers we are also designers. Style and functionality are integral to each piece."

This summer's casual sectionals are a good example of style blended with function. They are designed to be arranged numerous ways for big-screen viewing comfort, and are built family tough. Specifications include solid wood frames with external corner blocks and hidden screws, eight-way hand-tied coil springs and plush, non-chemi-

cally treated, kid- and pet-friendly, tightly woven 100 percent microfiber upholstery.

I'm pleased with the drawers incorporated into the large wood television consoles, which nicely hide the clutter of DVDs and games. The upside-down wineglass holder integrated into the attractive Newport wine cabinet is genius, as is the full desk with shelves fitted into the Hunter loft-style bunk bed.

### Retail upgrade

Many Costco furniture pieces are upgraded versions of what's offered by other retailers, and still feature lower prices. Examples include the Milan hall chest with a Costco-designed removable back panel for electronics, and the O'ning room divider storage bins covered in fabric rather than cheap cardboard. Costco's urn lamps are \$54.99 per pair; a single lampshade can cost at least this much elsewhere. And the full leather (not leather-like or leather vinyl) pieces are made by the same manufacturer that produces items for some of the biggest names in retail.

### Home run

I ask Nino and Jeffrey about U.S.-made furniture.

Nino reports, "Everyone in the company wants U.S. furniture, and we continue to try to offer it whenever possible."

This summer look for two U.S.-made items: Lane® Furniture's high-end U-shaped sectional with end recliners (a very limited offering) and the Amish-made Phoenix television lift cabinet (a test offering).

### Finishing touches

Not all products are available everywhere. Shop early, and remember to bring room dimensions or even a preliminary layout, and when you fall in love with a piece—buy. It may be the last one. ☐

## Comparing multimedia consoles

WHAT TO LOOK FOR when shopping for a TV console? Listed below are the features that come standard with the consoles at Costco warehouses. The Chapman multimedia console pictured also includes a power strip, drop-down gaming drawer

and three door-panel options. Regularly \$399.99, it is \$100 less until mid-month with the instant rebate (see page 44).

If you decide to shop around, use this checklist to compare consoles at other retailers.

	Costco	Store X	Online site Y
Cable-management holes and wheels	☒	□	□
Removable magnetic back panel	☒	□	□
Interchangeable door panels	☒	□	□
Full-extension drawer glides	☒	□	□
Soft-close hinges on doors	☒	□	□
Solid hardwoods and composite woods with veneers	☒	□	□
Self-leveling floor glides	☒	□	□
Drawers finished inside (stained, sanded, sealed)	☒	□	□
Fully finished (on both sides) shelf boards	☒	□	□
Finished back panels	☒	□	□
Fully assembled	☒	□	□
Price			

Costco's Chapman multimedia console





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— Stacy K.  
Costco member  
Templeton, MA

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# Costco word of mouth goes digital

A COMMON TRAIT among Costco members is the tendency to voluntarily evangelize about all things Costco.

Costco has become an inevitable topic at cocktail parties, school events, family gatherings, club meetings, conventions—virtually anywhere an enthusiastic member finds an opportunity to inform others about the wonders of their membership.

Now, with the digital age, members can explore a new array of word-of-mouth opportunities provided by Costco.

## Costco.com

Customer ratings and reviews are an effective way for Costco.com to enable member feedback about products. When you click through to most product pages on the website, you'll see a star rating and an indication of how many customer reviews follow. A recommendation and a five-star rating from a

Costco member who bought a product carries a lot more weight than just reading the manufacturer's marketing points.

## Facebook

Costco maintains an official Facebook page ([www.facebook.com/Costco](http://www.facebook.com/Costco)) where members from around the world weigh in with likes and dislikes, kudos and rants, about all things Costco. Posts from the company steer members to Special Events, Costco.com specials, *Connection* articles, discussion topics and more. It serves as the collective voice of a portion of the member community, and the enthusiasm for the company is contagious.

Costco only moderates the Facebook page, so don't expect the company to reply to questions via the posts. It's purely a member-to-member platform, even though occasionally Costco employees unofficially pitch in with helpful pointers.

## The Online Edition

The company Costco uses to host the digital version of *The Connection* provides a number of options for sharing the magazine content—an improvement over ripping out a page and sending it to a friend or relative across the country.

Clicking the "Share" button on the *Online Edition* navigation bar allows you to:

- Email a *Connection* page to a friend
- Create a link to a *Connection* page to embed in a document, or to include in a blog or website
- Post a *Connection* page directly to your social network page

Analog methods of spreading the word still work, but the new digital tools have taken word of mouth to a whole new level for Costco members—among family, friends and coworkers.—David Wight



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\*\* As of August 1st, 2011, eligible purchases at restaurants made on the TrueEarnings® Card from Costco and American Express shall qualify for a reward of 2% instead of 3%. TrueEarnings Card accounts opened between August 1, 2010 and July 31, 2011 will continue to qualify for a reward of 3% on eligible purchases made at restaurants until the start of the account's 13th billing period.



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# The three-day getaway

By T. Foster Jones

NEEDING A VACATION is a given. Getting the time to take an extended vacation is not. You may lack either the time or the financial resources to schedule a lengthy trip. However, a long vacation is not always necessary for getting that much-needed energy boost. One way to relieve stress in a time-friendly and financially manageable way is a three-day weekend getaway.

## A long weekend adventure lets you:

Climb out of the routine rut. Sometimes a brief getaway is all you need to remove yourself from the day-to-day routine of daily living and recharge.

Enjoy toddler-free time. No matter how much parents love their children, all parents need an escape to clear their minds, reinvigorate themselves and take the time to stay in touch as a couple. Speaking of which ...

Rekindle your romance. Away from the daily distractions of dishes, kids and errands, you and your spouse have the chance to really connect.

Re-form family ties. Rather than navigating the labyrinthine complexities of coordinating an extended family reunion, a short getaway may create the perfect opportunity to take a quick break and visit family members.

Remember fun. Single, couple or family—a short getaway is the perfect excuse to inject some fun back into everybody's lives.

## Other benefits include:

Flexibility. Many three-day weekend getaways are offered with flexible travel schedules, and there are plenty of destinations that continuously offer weekend packages, letting you make the jump almost spontaneously.

Variety. Maybe you want to explore the great outdoors, indulge in a spa weekend,

enjoy some fun family time at the pool or unwind during a laid-back, romantic, beach-front mini-vacation. Many destinations offer weekend packages or prime spots for taking an individualized long break. Offerings can include villa rentals, beach getaways, cruises and much more.

Depending on your location, popular international destinations that are well suited for a quick getaway include the Caribbean islands and Mexico. Destinations and activities in the U.S. include skiing in Colorado, mountain biking in Utah, hiking in Yosemite or Yellowstone, gambling in Las Vegas, water-skiing in Lake Tahoe, sailing in Chesapeake Bay, beaching it in Florida, golfing in California, enjoying barbecue in Texas or listening to jazz in New Orleans. Rent a car and hit the wineries in Napa Valley or Oregon. Three days is longer than you think!

Affordability. A memorable getaway doesn't have to cost an arm and a leg. Great savings can be had. Three-day getaways cost less than longer vacations, and real bargains can be found through travel packages, hotel specials, car rental deals and other venues.

No matter where you decide to go, remember to look for hotel packages, discount airfares and special deals for last-minute travelers. You will end up having a great getaway and saving money in the process. ☐

## The Costco Connection

Costco Travel offers fantastic options for value-packed three-day getaways, including vacation packages, cruises, vacation rentals, hotel-only stays and rental cars. For details, visit the Travel section of Costco.com or call 1-877-849-2730.

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- Low, prearranged pricing on many makes and models
- Certified Dealer Contacts offer a hassle-free experience at more than 2,200 participating dealerships nationwide
- Costco Auto Program's member advocates are available to assist throughout your buying experience

*"The entire vehicle purchase was a total breeze. No pressure ... only great responses to our questions and needs! Best car-buying experience in my life. Thank you for the program. And, I saved almost \$4,000."*

*- Susan K., Union, NJ*



**COSTCO**  
AUTO PROGRAM

**Call today 1-800-800-9288**  
or visit [Costco.com](http://Costco.com) and search: **EZ2BUY**

Costco and its affiliates do not sell automobiles or negotiate individual transactions. A participation fee has been paid by the dealers participating in the Costco Auto Program. All new cars arranged for sale are subject to availability and a price prearranged with the participating franchised new car dealer. Certain vehicles may be excluded from the program. Testimonial featured is from an actual Costco member who has used the Costco Auto Program. Actual savings may vary based on vehicle purchased, dealer and location. 0711 A0278 CN



PICK THE OPTIONS THAT ARE RIGHT FOR YOU.

Choose a color to match your hair, skin tone or personality.

Bluetooth® capability lets you connect your cell phone, TV, computer and many other devices to your hearing aid.

Rechargeable batteries work all day on a single charge – and are easier to use than traditional batteries.

Features vary by model.

The Bluetooth® word mark and logos are owned by the Bluetooth SIG Inc., and any use of such marks by Costco Wholesale is under license.

# BIG TECHNOLOGY, SMALL PACKAGE

## WHAT'S NEW IN THE WORLD OF HEARING AIDS?

Hearing aids today are completely different from the hearing aids your parents or grandparents wore (or threw in a drawer because they were uncomfortable). Now, instead of needing constant manual adjustments, they're programmed by computer, with lots of automatic features that seamlessly adapt as your environment changes.

You won't notice the hearing aids ... you'll simply notice better hearing in all situations.

## ONE THING THAT HASN'T CHANGED: COSTCO VALUE PRICING

In addition to the exceptional value you'll find at our Hearing Aid Centers, we're also here to teach you how to incorporate all the latest hearing aid technology into your everyday life.

We start with a free hearing test to determine if you could be helped by hearing aids. After your purchase, follow-up appointments and adjustments are complimentary. And when you need hearing aid batteries, Costco offers a pack of 30 for just \$9.39.

## TO FIND A COSTCO HEARING AID CENTER NEAR YOU, CALL 1-800-774-2678 OR VISIT COSTCO.COM.

We look forward to serving you.

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HEARING AID CENTER



Costco is proud to offer products from three of the leading hearing aid suppliers.

**REXTON**

**ReSound**  
rediscover hearing

**bernafon**  
Your hearing • Our passion

356 locations and growing!





## Kirkland Signature<sup>®</sup> CoQ10... Uplifting for Your Heart<sup>\*</sup>

When it comes to coenzyme Q-10 and supporting your heart, it's important to give your heart a lift.\* CoQ10 appears in almost every cell in the body and is especially important to the heart.\* Supplementing with Kirkland Signature CoQ10 can help fight CoQ10 depletion while supporting antioxidant and heart health.\*<sup>1</sup>

- ♥ Highly Concentrated for Heart Support\*
- ♥ Helps Maintain Healthy Blood Pressure<sup>\*\*</sup>
- ♥ Promotes Energy Production\*



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsdp.org](http://www.usp-dsdp.org).

Exclusively from Costco Wholesale

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>Note: Coenzyme Q-10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescribed medications while supplementing with coenzyme Q-10.

<sup>2</sup>Helps maintain healthy blood pressure levels already within a normal range.\*

11-CC-1022dr

WAREHOUSE/COSTCO.COM

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- Address Labels
- Double-Window Envelopes
- Deposit Tickets
- 3-To-A-Page Business Checks

For more information, please call 1-866-393-6044 or visit [Costco.com](http://Costco.com) and search: July Checks.

**costco**  
WHOLESALE



# Healthcare on the record

## Costco offers a software solution for healthcare providers

By Steve Fisher

FOR AT LEAST half a decade, there has been bipartisan support for the adoption of Electronic Health Records (EHR)—or Electronic Medical Records (EMR)—as a component of controlling healthcare costs and improving medical care. The American Recovery and Reinvestment Act of 2009 (ARRA) contains incentives designed to help healthcare providers achieve that goal.

While many hospitals and large medical practices have already embraced the technology, independent physicians and small practices may have found it daunting, both logically and economically. Costco is providing members with an affordable solution.

### What are some of the benefits of EHR/EMR?

- A patient's complete, and current, health information is available as needed to facilitate more coordinated care.
- Providers can send prescriptions and insurance claims electronically.
- Patients can be better informed and have more access to their healthcare records.
- Providers can be alerted to potential conflicts when a new medication is prescribed.
- Paperwork time and costs can be reduced for providers.

### Connecting

For more information, or to schedule a free demo, call toll-free 1-877-347-6114, or visit [Costco.com](http://Costco.com) and search "EHR."

### Stimulus timeline

Starting in 2011

**\$44,000**

Starting in 2013

**\$39,000**

Starting in 2014

**\$24,000**

Stimulus is scheduled to end in 2015 per the ARRA.

▪ Web-based patient portal with secure messaging, prescription refill requests, health maintenance reminders and more

Allscripts has the largest connected community of clients in healthcare, facilitating enhanced collaboration and exchange of critical patient information with 180,000 physician users, 1,500 hospitals and 10,000 post-acute-care organizations.

The technology is state-of-the-art, but the pricing is perhaps more astounding. Costco Executive Members pay just \$499 per month, no money down. Gold Star and Business members pay \$599 per month, no money down. (The price reflects the monthly fee for a 60-month lease-to-purchase contract. Pricing is subject to third-party credit approval and terms and licenses in purchase and lease documentation.) Costco's research shows this represents up to 40 percent savings over comparable offers elsewhere.

### Why should providers subscribe now?

The federal government sees EHR as a vital part of the healthcare system and is offering federal stimulus incentives up to \$44,000 before 2015. (See the chart above; eligibility requirements apply.)

### What should providers consider when shopping for an EHR?

To qualify for federal stimulus money, providers must implement a certified EHR system and demonstrate "meaningful use" as described in the ARRA. Other considerations when choosing an EHR system are:

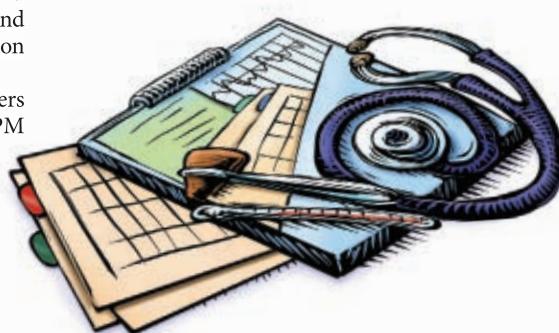
- Ease of IT setup
- Fully integrated practice management
- Minimal interruption to work flow
- A secure, hosted solution to eliminate the cost of in-house servers and technical staff
- Backup and system recovery safety features
- A well-designed system that streamlines record keeping, provides easy access to information, offers useful tracking of patient care, improves documentation and has advanced features such as clinical decision support

### What is Costco offering?

Costco has partnered with two leaders in healthcare technology, Etransmedia and Allscripts, to offer a comprehensive EHR and Practice Management (PM) software solution at a Costco value.

This exclusive offer to Costco members includes Allscripts MyWay™ EHR and PM ARRA-certified software, with:

- Unlimited electronic claims
- ePrescribing
- Clinical reporting
- Training and implementation
- Hosting, maintenance and support



A



Simone,  
daughter  
of Heather  
and Chris,  
Home Office



EXCITING NEW PRODUCTS

# What's new

ARRIVING SOON AT COSTCO



B

**A. Floor Cushions:** Featuring a 100% cotton shell, these 20" L X 20" W X 4" H, tufted floor cushions with handle provide easy extra seating. Available in several colors. Item #796053. **Warehouse only.**

**B. Handmade All-Occasion Greeting Cards Boxed Set:**

These cards are crafted from fine heavyweight and specialty paper and feature quality embellishments, color-coordinated envelopes and appealing sentiments. Set includes 16 birthday cards, six congrats cards (baby, wedding and general), one care and concern card, two thank-you cards and five friendship/blank cards. Keepsake box

is reusable and contains a bonus greeting-card planner/calendar. Item #940941. **Warehouse only.**

**C. Panasonic KX-TG7624SK Bluetooth**

**4-Handset Phone System:** Link your cell phone to your home phone through Bluetooth technology, and make and receive cell phone calls through this multi-handset home phone system. Transfer up to 600 names and numbers from your cell phone to the built-in handset directory via Bluetooth. Other features include second cell phone link-up, Dect 6.0 PLUS technology, talking caller ID and digital answering machine. Item #568606. **Warehouse and Costco.com.**

C



**D. LG 47" or 55" 3D 1080p LED LCD TV:**

Get all the depth and excitement of cinema 3D, along with stunning picture quality, with LG's LED display technology. And, the limitless capabilities of SmartTV give you access to thousands of movies, customizable apps, videos and the Web, all organized in a simple-to-use interface. Includes four pairs of battery-free 3D glasses. Item #704701 (47"), #955570 (55"). **Warehouse and Costco.com.**





**Ruby and Diamond Earrings:** These deep, rich princess-cut rubies are set in 14-karat white gold and accented by brilliant round diamonds on each side with secured tension backing. Ruby is the July birthstone. Item #562297.

**Warehouse only.**



**AeroBed Headboard Bed:** Comfortable and stable, this air bed features a full height of 18" when fully inflated. The integrated headboard is built right into the bed and keeps pillows in place. Inflates very quickly and easily with convenient handheld control wand. Fits standard queen-size sheets. Item #561147.

**Warehouse and Costco.com.**



**E. 12" x 12" Photobooks:** With your photos printed directly on the beautiful matte-finish cover, these personalized books make elegant wedding albums, anniversary gifts, coffee-table books and more. Printed on archival-quality paper. Go to Costco.com and click on "Photo" to order. You can pick up your photobook in about one week at your Costco 1-Hour Photo or have it mailed to your home. Item #41644.

**F. London Fog Kids' Fleece-Lined Hooded Jacket**

The girls' jacket features warm, cozy velboa fleece lining, and is available in vivid colorful prints. The boys' jacket features a warm plaid or camo fleece lining, and is available in several color-block styles. Sizes: 2T, 3T, 4T, 4, 5, 6, 6X, 7. Item #559209. **Warehouse only.**

**G. VIZIO Universal Wireless HD Video & Audio Kit**

This is the ideal solution for wall-mounted HDTVs or areas where you don't want your audio/video equipment to stack and add clutter. It uses a discrete transmitter and receiver system to hide the HDMI® Cables from your source devices to your TV up to 32' away and wirelessly transmit stunning 3D and full HD performance. Includes two 3' HDMI Cables to connect your TV to the receiver and an audio/video device to the transmitter. Item #722200. **Costco.com only.**

**Samantha, daughter of Heather and Chris, Home Office**

**G**



# inside **costco** special events

Dates and events are subject to change. Special Events for other regions may be found on [Costco.com](http://Costco.com); type "special events" into the search box.

[Click here for a list of special events by region.](#)

## ALASKA

### Anchorage

Jul 1-10 Margaritaville shoes  
Jul 8-17 Vitamix blenders

### Anchorage II

Jul 1-10 Margaritaville shoes

### Juneau

Jul 1-10 Margaritaville shoes  
Jul 8-17 Vitamix blenders

## IDAHO

### Boise

Jul 1-10 Margaritaville shoes  
Jul 7-17 Spring Air mattresses  
Jul 14-23 Modesty swimwear

### Coeur d'Alene

Jul 1-10 Margaritaville shoes  
Jul 8-17 Sun protection apparel  
Jul 19-28 Modesty apparel

### Nampa

Jul 1-10 Margaritaville shoes  
Jul 1-10 Portable solar power  
Jul 15-24 Vitamix blenders

### Pocatello

Jul 1-10 Margaritaville shoes  
Jul 15-24 Maternity apparel

### Twin Falls

Jul 1-10 Margaritaville shoes  
Jul 1-10 Maternity apparel  
Jul 15-24 Blendtec blenders

## MONTANA

### Billings

Jul 1-10 Margaritaville shoes  
Jul 15-24 Vitamix blenders  
Jul 15-24 Women's apparel  
Jul 21-31 Spring Air mattresses  
Jul 29-Aug 7 Maternity apparel

### Bozeman

Jul 1-10 Margaritaville shoes  
Jul 29-Aug 7 Rustic décor

### Helena

Jul 1-10 Margaritaville shoes  
Jul 14-24 Jewelry to Your Doorstep

### Kalispell

Jul 8-17 Blendtec blenders  
Jul 8-17 Margaritaville shoes  
Jul 8-17 Modesty apparel

### Missoula

Jul 1-10 Margaritaville shoes

## OREGON

### Albany

Jul 22-31 Sebamed skin care

### Aloha

Jul 5-17 Women's fashion apparel  
Jul 15-24 Traeger pellet grills  
Jul 22-31 Pondless fountains

### Bend

Jul 8-17 Women's apparel

### Clackamas

Jul 5-17 Traeger pellet grills  
Jul 15-24 Portable solar power  
Jul 22-31 Art and Frame 2U  
assorted art  
Jul 29-Aug 7 Sun protection apparel

### Eugene

Jul 22-31 Safes

### Hillsboro

Jul 1-10 Sun protection apparel  
Jul 8-17 Vitamix blenders

### Medford

Jul 15-24 Oak furniture

### Portland

Jul 7-16 Women's apparel  
Jul 8-17 Specialty mattresses

Jul 15-24 Portable solar power  
Jul 22-31 Hammocks

### Roseburg

Jul 8-17 Vitamix blenders  
Jul 15-24 Sun protection apparel

### Salem

Jul 15-24 Traeger pellet grills  
Jul 22-31 Specialty mattresses

### Tigard

Jul 8-17 Hammocks  
Jul 8-17 Modesty apparel  
Jul 8-17 Sebamed skin care  
Jul 15-24 Sun protection apparel

### Warrenton

Jul 22-31 Vitamix blenders

### Wilsonville

Jul 1-10 Portable solar power  
Jul 8-17 Blendtec blenders  
Jul 15-24 Maternity apparel  
Jul 15-24 Modesty apparel

## UTAH

### Lehi

Jul 1-10 Modesty apparel  
Jul 8-17 Margaritaville shoes  
Jul 8-17 Traeger pellet grills  
Jul 8-17 Vitamix blenders  
Jul 15-24 Maternity apparel

### Murray

Jul 1-10 Little Giant ladders  
Jul 8-17 Margaritaville shoes  
Jul 8-17 Vitamix blenders  
Jul 15-24 Modesty apparel

### Ogden

Jul 1-10 Portable solar power  
Jul 8-17 Margaritaville shoes  
Jul 15-24 Maternity apparel  
Jul 22-31 Handcrafted rugs

### Orem

Jul 8-17 Margaritaville shoes  
Jul 22-31 Blendtec blenders  
Jul 29-Aug 7 Maternity apparel

### Salt Lake City

Jul 7-16 Modesty swimwear  
Jul 8-17 Margaritaville shoes  
Jul 8-17 Vitamix blenders  
Jul 15-24 Traeger pellet grills

### Sandy

Jul 8-17 Margaritaville shoes  
Jul 8-17 Spring Air mattresses  
Jul 8-17 Women's apparel  
Jul 22-31 Vitamix blenders

### West Bountiful

Jul 1-10 Blendtec blenders  
Jul 8-17 Margaritaville shoes  
Jul 15-24 Massage chairs  
Jul 21-30 Modesty swimwear

### West Valley

Jul 8-17 Margaritaville shoes  
Jul 21-30 Modesty swimwear  
Jul 22-31 Spring Air mattresses

## WASHINGTON

### Aurora Village

Jul 22-31 Guttermaster

### Bellingham

Jul 8-17 Women's apparel

### Burlington

Jul 8-17 Women's apparel

### Clarkston

Jul 8-17 Oak furniture

Jul 19-28 Vitamix blenders

### Covington

Jul 1-10 Clearwater spas  
Jul 22-31 Sun protection apparel  
Jul 29-Aug 7 Vitamix blenders

### East Wenatchee

Jul 7-10 Everclear windows and doors  
Jul 8-17 Power chairs and scooters

New and exciting products available at warehouses for a limited time only

## specialty Services

at your local warehouse or business center

### ALASKA

Anchorage

Anchorage II

Juneau

### IDAHO

Boise

Coeur d'Alene

Nampa

Pocatello

Twin Falls

### MONTANA

Billings

Bozeman

Helena

Kalispell

Missoula

### OREGON

Albany

Aloha

Bend

Clackamas

Eugene

Hillsboro

Medford

Portland

Roseburg

Salem

Tigard

Warrenton

Wilsonville

### UTAH

Lehi

Murray

Ogden

Orem

St. George

Salt Lake City

Sandy

West Bountiful

West Valley

### WASHINGTON

Aurora Village

Bellingham

Burlington

Clarkston

Covington

East Wenatchee

Everett

Federal Way

Fife Business Center

Gig Harbor

Issaquah

Kennewick

Kirkland

Lacey

Lynnwood Business Ctr.

Marysville

Puyallup

Seattle

Sequim

Silverdale

Spokane

N Spokane

Tacoma

Tukwila

Tumwater

Union Gap

Vancouver

E Vancouver

Woodinville

1-Hour Photo	•	•	•	•	•	•
Auto Program	•	•	•	•	•	•
Business Delivery	•	•	•	•	•	•
Car Wash	•	•	•	•	•	•
Costco.com Kiosk	•	•	•	•	•	•
Gas Station	•	•	•	•	•	•
Hearing Aids	•	•	•	•	•	•
Ink Cartridge Refill	•	•	•	•	•	•
Optical	•	•	•	•	•	•
Print & Copy Ctr.	•	•	•	•	•	•
Service Deli	•	•	•	•	•	•

Monday-Friday 10am-8:30pm  
Saturday 9:30am-6pm  
Sunday 10am-6pm

**Costco.com** open 24 hours a day, 7 days a week

### Additional services

**Costco Auto Program.**

1-800-800-9288;

[www.costcoauto.com](http://www.costcoauto.com)

**Fife and Lynnwood, WA,**

**Business Centers, Print & Copy**

**Center.** Delivery to businesses,

more business products.

Open to all Costco members.

1-800-788-9968

### Services at all locations (Except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy, Special Order Kiosk and Tire Service Center

Costco Travel.\* 1-877-849-2730

Costco Services. A suite of discount business and consumer services.\* 1-800-220-6000

\*Also available at [Costco.com](http://Costco.com)

# Costco international photo contest 2011



**Contest starts July 1, 2011**

A picture, we are told, is worth a thousand words. A really great picture could be a winner in the Costco International Photo Contest. Entering is easy, and winners will receive a variety of prizes from Costco and contest sponsors. So if you haven't already, get out your camera and capture that perfect picture!

## International Grand Prize

\$2,500 Costco Cash card and a 40" x 60" Your Photo on Canvas print (value of \$350)

## National Prizes

**First Prize:** \$1,500 Costco Cash card and a 30" x 40" Your Photo on Canvas print (value of \$120)

**Second Prize:** \$1,000 Costco Cash card and a 24" x 32" Your Photo on Canvas print (value of \$80)

**Third Prize:** \$500 Costco Cash card and a 20" x 26" Your Photo on Canvas print (value of \$70)

## Honorable Mention Prize

16" x 20" Your Photo on Canvas print (value of \$50)

(Honorable Mentions to be awarded at judges' discretion)

## All winners will also receive:

The latest version of Photoshop Elements (value of \$80)

**No purchase or payment of any kind is necessary to enter or win this contest.**

Give us  
your  
best  
shot

For online entries and additional information, go to [www.costcophotコンテスト.com](http://www.costcophotコンテスト.com).

Sponsors:



### Costco Photo Contest 2011 OFFICIAL RULES

Submit online at [www.costcophotコンテスト.com](http://www.costcophotコンテスト.com) or cut out and tape this entry form to the back of a 4" x 6" or 5" x 7" photo and mail to:

Costco Members  
Photo Contest  
P.O. Box 34088  
Seattle, Washington  
98124-1088

All entries must be postmarked by September 30, 2011.

Please sign that you have read and understand the contest rules.

Member Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone \_\_\_\_\_

Membership No. \_\_\_\_\_

Location of Photo \_\_\_\_\_

Each winner represents that he or she has all the rights necessary to grant this license.

**1.** The theme of the contest is "Give Us Your Best Shot." Winning entries will be those that best reflect the theme. Decisions of the judges are final.

**2.** Entrant must be a current membership cardholder of Costco. No prizes will be awarded until entrant's membership status has been verified as current by Costco.

**3.** One entry per membership cardholder. Except for those photos that have previously won this photo contest, previously published photographs are acceptable.

**4.** Must be 18 years or older to enter.

**5.** To enter online, visit [www.costcophotコンテスト.com](http://www.costcophotコンテスト.com). Online entries must be in JPEG format.

**6.** To enter by mail, submit an unframed, unmounted black-and-white or color photograph (4" x 6" or 5" x 7") with the entry form securely affixed to the back. If entering by mail, save a high-quality print (which will be required by Costco in the event you are a winner). No CDs or film negatives will be accepted.

**7.** Mailed-in photos will not be judged unless the entrant's name, home address, membership number and telephone number have been written legibly on the entry form and attached to the back of the photo. Mail entries to: Costco Members Photo Contest, P.O. Box 34088, Seattle, WA 98124-1088.

**8.** Entries must be postmarked or uploaded by midnight (PST) September 30, 2011. Award winners will be notified by December 2011. Winners will be notified by mail.

**9.** All photographic prints submitted become the property of Costco. Receipt of entries will not be acknowledged and prints will not be returned. Costco assumes no responsibility for submitted photographs. Entrant will continue to own copyright of the entry.

**10.** Photos must be suitable for family viewing.

**11.** Winning entrants must agree to grant to Costco a non-exclusive right to publish the photo and entrant's name in any medium in connection with the photo contest, and to sign any documentation required by Costco to effect or perfect such license.

**12.** Each winner must agree in writing that his or her name, likeness, city, winning photo and negative or digital file may be used by Costco for promotional and publication purposes without additional compensation. Prior to receiving prizes, each winner will be required to sign a release provided by Costco to this effect and obtain a release or permission from anyone with rights in the winning photograph (such as artwork, trademarks or a person's likeness). Failure to provide such releases or permissions will result in entrant's disqualification in this photo contest, and any prizes will be forfeited.

**13.** All fees and personal expenses incidental to redemption of prizes (as deemed necessary) will be the sole responsibility of the winners.

**14.** No substitution or transfer of prizes except at the sole discretion of the sponsor. All restrictions apply.

**15.** Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners.

**16.** Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.

**17.** Employees of Costco Wholesale Corporation, board members and members of their families (spouse/domestic partner and any children age 18 years or older living with the employee and having a valid Costco card) are not eligible to enter. Employees of sponsoring companies or members of their families are not eligible to enter. A separate contest will be held for Costco employees, board members and their families.

**18.** Costco reserves the right to cancel or suspend the contest should any cause beyond the control of Costco affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion.

aypoc

**COSTCO**  
WHOLESALE

**COSTCO**  
1-HOUR PHOTO



# Capturing heartache



COURTESY OF BARBARA DAVIDSON

Children affected by gang violence share a one-bedroom apartment in Los Angeles County (left); a 15-year-old girl on her way to her *quinceañera* birthday party passes a makeshift shrine to a murdered street vendor (above).

LOS ANGELES TIMES photographer, and Costco member, Barbara Davidson, received a Pulitzer for her series on the innocent victims of gang violence ([www.pulitzer.org/biography/2011-feature-photography](http://www.pulitzer.org/biography/2011-feature-photography)), the culmination of two hard and emotionally exhausting years spent in Los Angeles County's underprivileged communities.

After honing her craft in her native Canada, she moved on to a job with *The Washington Times*, which led to seven years at *The Dallas Morning News*—where she won her first Pulitzer for her coverage of Hurricane Katrina—and travelling to photograph events in Iraq, Afghanistan, Israel, the Congo and elsewhere.

"It's just something I knew I wanted to

do," she recalls of her desire to be a photographer. "Right from my very first roll of film I had a picture published in the student newspaper, so right away I got the bug.

"I knew I was going to be a photographer even before I'd even made a picture," she says. "I was 15 years old when I just decided I wanted to be a photographer. I don't know if it was a calling or passion or pure stubbornness that led me to this path, but I definitely stuck to it."

Davidson says this solo Pulitzer was more rewarding than her first.

"The thing that's so special was that I've never worked as hard on a story as this one," she says, "and I wore so many hats and had to work so outside my comfort

zone because there wasn't a reporter assigned to this story."

In the course of capturing the images, she forged a bond with the families she was covering. "I lived this story alongside them for two years, so I have a vested interest in seeing that they're OK," she observes.

The Pulitzer Prize carries a cash award, and Davidson declares, "I'm going to be donating quite a bit of it to the families. We won this together, and we should share this together, and if I can help them, I will."

But Davidson finds another reward in the Pulitzer, saying, "My story is worldwide now, so the awareness that is created from this prize is sensational. At the end of the day, it's always about the awareness." —Steve Fisher

## We want to hear from you!

IF YOU HAVE A NOTE, PHOTO OR STORY to share about Costco or Costco members, email it to [connection@costco.com](mailto:connection@costco.com) with "The Member Connection" in the subject line or send it to "The Member Connection," The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

## Find me a pooch

BEING SURROUNDED BY pets from a young age sparks some people's love of animals. Sarah Oren, a rescue dog advocate and pet matchmaker, came by it organically.

"Ever since I was really little, I've been into dogs, despite my parents' wishes," says the New Haven, Connecticut, Costco member. "They're not animal people."

"I used to dream of being a veterinarian," Oren recalls. "And the only way to know for sure if that was my destiny was to help animals in my community."

She started volunteering at the West Haven Animal Shelter when she was eleven and made her first match at twelve. "It was an incredible feeling to know that I

helped a family find a great dog that they might not have otherwise known about," she says.

Sarah has continued her passion as an adult, working as an advocate for rescue dogs and maintaining two blogs ([www.FosterDogsNYC.com](http://www.FosterDogsNYC.com) and <http://TheDogMatchmaker.net>), to help connect people in the New York tri-state area to a loving companion searching for a home.

"What I'm doing is not something that other people cannot do," Sarah explains. "I'm not a magical dog whisperer but I know the places to look and I know what to look for."

She does not charge for her services but she asks for a dona-



MARSHALL S. BOFREY

tion to increase her efforts for future adopters. Sarah observes, "If you're adopting a dog, you're saving a life." —SF

# We've done the research and here's the scoop: Ameriprise Auto & Home Insurance heaps on the value.

Benefits come in a variety of flavors:

- Costco members report saving an average of \$505.95 on Auto Insurance\*
- Additional benefits for Costco Executive Members
- Exclusive Costco member discount\*\*
- Responsive claims service 24 hours a day, 7 days a week
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Insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in De Pere, WI. Each company is a subsidiary of Ameriprise Financial, Inc. The auto and home insurance program is not available in AK, LA, ME, ND, RI, WV, WY and Puerto Rico. The home insurance program for Costco members is not currently available in FL. Discounts and savings vary by state and apply to certain coverages. Insurance availability may vary by region or state. Certain restrictions and limitations apply. Ameriprise Auto & Home Insurance's California license number is OC41813. Costco Insurance Agency, Inc.'s California license number is OD08407.

\*Savings data represents information provided by Costco members who became new auto insurance policyholders and reported savings in the first year with Ameriprise Auto & Home Insurance between 9/1/2010 to 2/28/2011. Individual savings and experience may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured.

\*\*Costco discount is subject to eligibility and underwriting criteria and is not available in TN, on home insurance in MI, or on auto insurance of non-Executive members in MA.



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